

To Make America More Beautiful

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

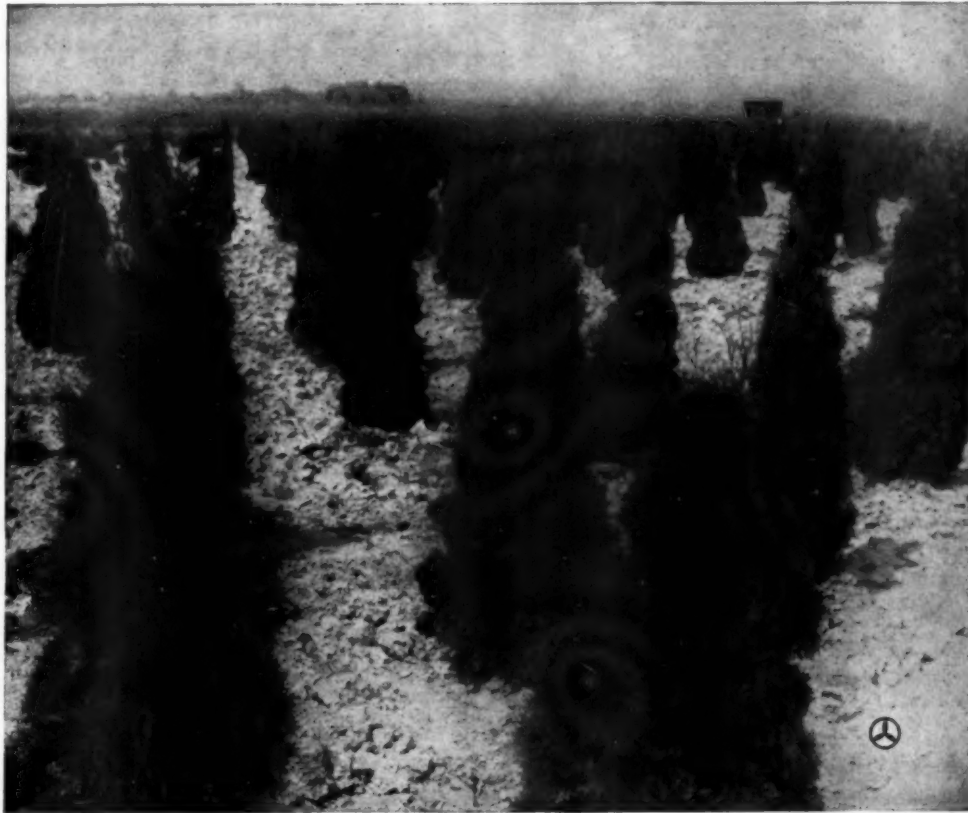
Chief Exponent of the American Nursery Trade

Vol. LI No. 2

JANUARY 15, 1930

Per Copy 20c

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Many blocks like the Arbor Vitae illustrated are at your service.

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"Painesville Nurseries"

Lake County, OHIO

39 STATE ST.




ROCHESTER, N. Y.

American Fruits Publishing Co.

Official Journal Report Illinois Nurserymen's Association Convention

*"New York
State Grown"*



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ORNAMENTALS
ROSES
EVERGREENS

*Send for
Price List*

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Beautiful lot of
Budded Elm, Seedling Elm, Soft Maple
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Largest Nursery in Indiana

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Louisiana,

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AMERICAN NUT JOURNAL**

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24 Issues for \$30

**A Whole Year's Advertising
Covering the Trade**

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Trade? You can do it for above rate, com-
mencing now, in

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Published Semi-monthly, on 1st and 15th

Goes every month into every state in the Union

THIS SPACE

\$1.40 Per Issue

Under Yearly Term \$1.25



Onarga Nursery Co

Wholesale Growers

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Largest Stock of Ornamentals in the United States.

Let us price your want list.

You will be pleased with our prices, quality and service.

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Amoor River North Privet, 2 yr.,
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EVERGREENS—Biotas and Jun-
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Long list of Ornamentals in gen-
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Nurserymen and Gardeners.

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yearly term, \$1.25.

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

We Offer--

Cherry, 1 and 2 years

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Apple and Pear Seedlings

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Let us price your wants in any of the above.

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KOREAN SPIREA—RED BARBERRY
in Lining Out Sizes

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NEW CARLISLE, OHIO

DAPHNE CNEORUM

	Per 100
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6-8 in. Spread	35.00
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AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$8. Canada, abroad, 50c extra per year.



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Advertising for Nurserymen

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200 1 1/4"-1 1/2" in caliper

200 1 1/2"-1 3/4" in caliper

200 1 3/4"-2" in caliper

400 2 1/4"-2 3/4" in caliper

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Shade Tree Commission Ridgewood, N. J.

WANTED We are short on the following:
Strawberry, Raspberry, Grape, Plants, Roses and all Perennial Plants; Evergreens, Shade Trees, Flowering Peach and Cherry Trees; Shrubs of all kinds; Fruit Trees. The exceedingly dry weather ruined our growing stock. Send us wholesale catalog and price list.
UNITED STATES NURSERIES
Wholesale and Retail.
Linwood Station, Detroit, Mich.

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GET IN TOUCH WITH US BEFORE YOU BUY
PFUND-BELL NURSERY CO.
Lake Street ELMHURST, ILLINOIS

THIS SPACE

\$2.80 per Issue

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Nurseryman
Cincinnati, Ohio

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"Your course pulled me out of the rut to financial success. It has put me in position to associate and do business with the best people. It has been worth many times its cost. I can truthfully recommend your school to any one who wants to take up landscape gardening."
(Signed) **WM. KRAFT**

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LANDSCAPE ARCHITECT**
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OPPORTUNITIES ARE UNLIMITED
You'll find success, prosperity and happiness in this uncrowded profession, and it will greatly increase the earnings of your nursery business.

SEND FOR FREE BOOKLET

It gives complete details regarding our course and tells you how you may get started in this profitable field. Write us today.

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10 Plymouth Bldg. Des Moines, Iowa

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We carry a nice line of Lining Out Stock and have a surplus in many varieties of Shrubs and Trees, such as

**American Sycamore
Silver Maple
Amor River North Privet
Deutzias and Weigelas**

Our Wholesale Spring Trade List will be out December 1st.

The Park Nursery Co.
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2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

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18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND

18-24 in. and 2-3 ft.

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PRIVET, and all other SHRUBS in a good assortment.

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6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

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PERRY, OHIO

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Wm. Flemer's Sons, Inc.

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For the Nursery.

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"One of America's Foremost Nurseries"

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Shenandoah, Iowa

E. S. Welch, Pres.

DIGITALIS Rose, Yellow White, Purple,

Write for list of PERENNIALS
GRAPE VINES, BERRY PLANTS, Etc.

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SPENCERPORT, N. Y.

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When in need of one or more books on Nursery practice or horticulture in any phase, apply for price quotation to:
AMERICAN FRUITS PUBG. CO., INC.
P. O. Box 124 39 State Street
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AMERICAN NURSERYMAN --- January 15, 1930

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the enriol operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Good Business Ahead!

Is Making Our Customers Buy Much More Than They Bought at This Time Last Year.

SALES ARE HEAVY!

See Our Wholesale Bulletin for Special Low-Priced Leaders in **BOLD FACED TYPE**. Then Finish Your Order from Our Complete List.

*You Have the Time to Order Now—
And We Have What You Want*

C. R. Burr & Company
INCORPORATED

General Nurserymen

MANCHESTER, CONN.

EVERGREENS

Sherman's evergreens are grown by men who know how to grow evergreens. It is our desire to grow trees that you will be proud of when you see them growing on your customer's lawns. We use the greatest care in digging and packing, that these trees so carefully grown will reach you without losing any of their first class quality.

We can supply practically all varieties of evergreens or general nursery stock but we wish to call your attention especially to the following:

LINING OUT STOCK	SPECIMEN STOCK
Balsam Fir	American Arbor Vitae
Arbor Vitae	Douglas Golden Arbor Vitae
Pyramidal Arbor Vitae	Globosa Arbor Vitae
Juniper Sabina	Compacta Arbor Vitae
European Larch	Austrian Pine
All The Pines	Balsam Fir
All The Spruces	Douglas Spruce
Red Cedar	Norway Spruce

The SHERMAN NURSERY Co.
Charles City, Iowa

The Preferred Stock



We're Here!

So's 1930. Together, you can expect great things.

At this time of year Perk always gets sentimental and hands out my cigars to all his friends. This year I thought I'd be one jump ahead of him and so I'm crashing through to wish you all a

Happy New Year

Faithfully yours,

JACK

Jackson & Perkins Company
Wholesale Only
Newark, New York.



Our Stock except Evergreens is practically all in our Warehouses and graded.

This year Fruit Trees and several varieties of Shrubs are in shorter supply than for many years.

Let us book your orders for Spring Delivery while our variety list is complete.

The Huntsville Wholesale Nurseries, Inc.
Huntsville, Alabama

WE OFFER

MASTODON and other Strawberry Plants
(Scarce this year)
BARBERRY THUNBERGI
AMOR RIVER NORTH PRIVET
SPIREA VANHOUTTE
PRUNUS NEWPORT
FRENCH BUDDER LILACS
CUT LEAF WEEPING BIRCH
APPLE, one and two year
H. P., H. T. and CLIMBING ROSES

Send Us Your Want Lists

THE HAMBURG NURSERIES
HAMBURG, IOWA

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. LI

ROCHESTER, N. Y. JANUARY, 15, 1930

No. 2

Campaign Results Are Greeted With Cheers

At the Big Annual of the Illinois Association, the Mid-Winter Rendezvous of the Nursery Trade—Western Association Too
ROUSING RECEPTION OF DIRECTOR CARY'S FIRST YEAR SUMMARY



HENRY C. KLEHM, Arlington Heights, Ill.
President Illinois Nurserymen's Assn.

THE year 1929 will go down as one of the most important in the history of the Nursery business—the year of the inception of the National Publicity Campaign,” said Educational Director C. E. Cary. “Eight hundred and sixty-two Nurserymen in the U. S. and Canada, the largest number ever engaged in a movement of this kind, signed pledges to support the national undertaking for an expanding market. The basis of the program was the national survey the bound report of which should be in the working library of every Nurseryman. You know how the three branches of the movement have carried on the advertising, publicity and service features. The Nurserymen's message last year was conveyed to the American public in 30,000,000 individual copies of magazine advertisements under the title of the Home Planting Bureau. As a result 81,000 Wilson 10-cent booklets were called for by magazine readers. In addition 108,000 of these booklets were distributed through Campaign subscribers. Four hundred yard and garden contests at which \$100,000 in prizes was offered were held, as against 48 the year before the Campaign. You know the great amount of material sent to subscribers as collateral aid to facilitate local hook-up advertising for cash-in results. It is remarkable that the call for booklets was 58% above the average expectancy in such cases.

“This year we are to establish Farm Yard and Garden Contests, to duplicate in the rural sections the interest that has been manifested in the cities. This plan has the

full indorsement and the hearty practical support of that strongly established organization, the American Farm Bureau Federation which has a membership of 500,000, with 6,000 leaders in farm betterment activities, with magazines of its own, command of departments in 1,000 county newspapers, active support of the agricultural papers, the cooperation of rural schools, 4-H boy and girl clubs—a great combination for making America more beautiful.

Best Year Right Ahead

“I predict that 1930 will be the best year the Nurserymen have had.

“Among new features of direct aid to Campaign subscribers in this new year will be:

- “1—Helps for agency men
- “2—Greater benefits for catalogue men
- “3—New service for wholesalers.

“It seems not generally to be known that subscribers may make any use they desire of the material we send them. Especially is there lack of knowledge that cuts—black and white or color—may be reproduced for any use—mailing pieces, flower show displays, etc. And we will help you provide such special material. The fine colored plate work used in the full-page January Ladies Home Journal advertisement is being adapted in part to the needs of several enterprising subscribers in the eastern states. We can assist you in this work. The cuts are yours to use. You subscribers have paid for them. 250 individual designs have been made already.”

Former A. A. N. President William Flemer, Jr.—“We always welcome criticism, suggestion. I hope those of you who are getting Campaign results will write to Mr. Cary at Davenport headquarters.”

Former A. A. N. President Walter W. Hillenmeyer—“The support of the subscribers has been fine but subscribers are not availing themselves fully of the facilities. Mr. Cary is at your service just as is our secretary, Mr. Sizemore for A. A. N. members. I wish you would visit our Davenport, Ia., offices. And spend a little more money in your local Campaign. Contact with Mr. Cary as to how to do this effectively. If you have new ideas or suggestions, pass them on to Mr. Cary.

“Due to saving on costs, the first year needing more funds for organization because the system had to be established, we shall have \$50,000 more this year for the



J. B. BAKER, Fort Worth, Tex.
President Western Assn. of Nurserymen

aggressive work. 1930 will be a notable year. You'll find next year still sweeter.”

President Klehm—It was during Mr. Hillenmeyer's presidency of the A. A. N. that the Campaign movement was started.

E. H. Smith, Harrison Nursery, York, Neb.—“During the year just passed we have written more business than ever and we attribute much of the increase to the Campaign. We are glad to support it.”

Byrd Nursery Co., Omaha, Neb.: When the Yard and Garden Contest plan was arranged I saw the possibilities. After considerable work among prominent individuals in an effort to start such a contest I enlisted the valuable aid of the Chamber of Commerce. The services of the newspapers were then secured. We cooperated with Mr. Cary. The contest was a success, there being about 250 entries.

As to campaign results I may say that a lady who has read the Home Planting Bureau advertisement in the Ladies Home Journal called on me and asked what it would cost to provide for her grounds an outdoor living room. I told her I would have to make a survey and an estimate, did so and she ordered material and services to the amount of \$1250.”

“A Byrd of a story” said one of those who sat up in the assembly hall and evinced increased interest. Soon several were talking at once.

B. J. Manahan, Pontiac Nurseries, Detroit—In the little town of Romeo, Mich., a yard and garden contest was held under

(Continued on page 33)

How to Cash In on the Advertising Campaign

Summary of Campaign's First Year's Activities Covering Organization of Big Undertaking and Education of Trade To Uses

By Educational Director C. E. Cary A. A. N. at New York State Convention

HOW to cash in on the National Advertising and Publicity Campaign is a pertinent question. Obviously the primary purpose of this movement is to make money for those who are supporting it.

It must be remembered, however, that those in direct charge of the campaign have warned you from the first that too much should not be expected the first year or so.

Admittedly it is a large task to turn the minds of this great buying public in Amer-

At No Time Such Nurserymen Cooperation

At the end of the campaign's first year, subscribers have every right and reason to feel gratified with the splendid advertising and publicity that their funds have secured. At no other time in the past history of the industry has so much space been given over to the messages we desire to put into the hands of America's home owners. At no time has there ever been such cooperation between Nurserymen to go forward in a common cause for the good of all. No individual can prosper at the expense of his industry, and we Nurserymen are, at last, beginning to realize that.

Now, one of the important phases of the campaign was to be a sales and merchandis-

ica; to turn them from a desire for other things than our goods to an increased use of those goods.

If funds available for this purpose were equal to sums spent by other industries for a similar purpose, we might expect to reap a larger benefit in a shorter space of time. But this is to be a long haul. Competition between industries, for a share of the consumer's dollar is keen, hence that need for a sound, well financed program—not a flash in the pan, but a well balanced four-year program.

ing service which would enable the subscribers to tie-in with the national movement, to increase thereby the effectiveness of the campaign, and to localize and persmalize the activities right in their own trading area.

From the very beginning of the campaign, therefore, subscribers have been furnished with a most complete and valuable series of helps. Some of this material was furnished free of charge, some procurable at cost. Let us examine this material and see just how it can be, and was, used by subscribers to aid them in cashing in on the national advertising and publicity campaign.

Extremely Important To Identify With Movement

First let me remind you that all advertising is appearing under the title of the "National Home Planting Bureau." Obviously then, if advertising is to turn the interested readers to subscribers for materials and services it becomes extremely important that we be able to identify you in some way as a part of this movement. For this purpose the well known campaign insignia and slogan was designed and adopted. This appears in all the magazine advertisements as the mark of identification for those who are subscribers to the campaign.

Now, of course, it is your task to make every possible use of the insignia and slogan in order that those moved to buy may know that you are ready to serve them. For this purpose all subscribers were furnished with both a small and

large insignia cut for use on their printed matter. These are available for two color work, too. The many varied uses of these cuts forms a most interesting collection at campaign headquarters. This alone is not sufficient. Not every one sees your use of these cuts unless they happen to be on your mailing list, or see them as a part of your own advertisements. Therefore, a hanging metal sign was sent out for erection at your office, display grounds or Nursery. This colorful billboard reminds those who pass by it that "It's Not a Home Until It's Planted," at the same time identifying you as a member of the National Home Planting Bureau. This is a direct tie-up with the magazine advertisements and it is important to your returns from this campaign that you display one or more of these signs at your place of business.

Those Who Used These Aids Cashed In

Eight truck cards, two for each of the four seasons of 1929 were furnished for your use. A new series will be sent out in 1930. These present a moving advertisement for both the national movement and your participation in it. Several enterprising firms have had these signs reproduced on an enlarged seal for billboard use.

Last spring a "Plant Now" automobile sticker was sent out. These are still available and timely for any planting season in any section of the country. Then a small four-color label was effectively used on envelopes, packages, return post cards, sales literature, etc.

One of the most important services, and one most effectively used, was a series of newspaper advertising mats covering a wide range of subject matter and in many sizes. Subscribers used thousands of these

in their own papers. All of these carried the insignia and slogan and therefore tied-in with the national advertising. A large number of these mats appeared on the same page with press sheet, and yard and garden contest material furnished the newspapers by headquarters. The importance of the favorable publicity gained for Nurserymen through these press sheet releases is beyond any price.

Do we realize that the circulation of these newspapers running this material was over eleven million, and that had we been able to buy this space it would have cost us over half-a-million dollars?

Yard and garden contests in over 400 communities last year presented a splendid opportunity for subscribers to tie-in and cash-in on the demand for plants required to improve the homes entered in these contests.

Big New Feature

American Farm Bureau Federation Indorses the Campaign and Arranges For Strong Cooperation

A valuable lantern slide lecture was another service available to you. Electrotypes of various illustrations were procurable for use in pepping up your literature. Reprints of the magazine advertisements; bulletins to tell your salesmen, and other employees of the campaign; special helps when wanted and many other items sent to you during the first year of the campaign prove conclusively that no opportunity is being neglected that will enable subscribers to cash in on this splendid movement.

Now, at the beginning of a new year, headquarters announces a new high level of service to you, and service for you.

New lantern slide lectures, new truck cards, new press sheets and radio bulletins, new electrotypes, new bulletins for your employees, new newspaper advertising mats, a full and complete program of sales helps and tie-up materials. In addition the Yard and Garden Contest Association announces a program of contests for the agricultural communities. This has the full indorsement and cooperation of the American Farm Bureau Federation, and will take our program right out onto the farms of America where agency firms and catalogue firms can cash in on this movement.

A new sales manual to assist the salesmen to merchandise the national advertising will also be sent out, and both the Wilson booklet and the new booklet "How To Make An Outdoor Living Room," can be secured with your name imprinted on the front cover, for distribution in your own territory.

Selling Helps Unprecedented

Now, certainly, no such quantity of effective selling helps has ever before been available to Nurserymen, and if you will secure a goodly share of these materials and put them to work in your sales department, the results can be nothing else but profitable to you.

Records at headquarters show that those subscribers who made increasing and consistent use of the materials sent out were the ones whose volume in 1929 showed a favorable increase over that of 1928.

To cash in on the national advertising and publicity campaign then, it is necessary that each and everyone of you merchandise the movement in your territory. By merchandising the campaign I mean simply this—you must carry the magazine advertising and general publicity program right down to your front door, by making an increased use of the tie-up materials and sales helps prepared to help you.

The Alabama State Forest Nursery, Montgomery, announces an available supply of 187,000 slash price seedlings for reforestation purposes. Applicants for the trees are required to fill out blanks before obtaining the stock, certifying that the trees will be used only for forest planting and not ornamental or landscape purposes.

Retail Sales and Subject of Public Demand

Careful Study of These Must Precede Any Expansion Program—Yet No Limit To Pushing Retail Distribution Plans

Following is the address by W. G. McKay, president, Northern Retail Nurserymen's Association, at the annual convention in Minneapolis, Jan. 7, 1930.

Members of the Northern Retail Nurserymen's Association:

During the twelve months which have passed since we last met in convention much has happened. Some of these major occurrences have affected Nurserymen very directly; while other events, though of great importance, have been of more general interest.

All of us know—perhaps some better than others—that a stock market crash of rather serious proportions has occurred since we last met. And while this might have some slight detrimental effect upon the Nursery business temporarily, it seems to me it will be more than made up by the stimulus given to building and expansion programs generally. Further, there should be consolation for all of us in knowing

Many Losses Can Be Traced to Overproduction

Whether the Nurserymen have prospered or lost ground in 1929, it is always good to dwell on the fact that we have contributed much of value and of beauty to mankind. We have assisted men in raising more fruit. We have helped make their homes more beautiful and their home life more pleasant by our ornamental plantings. And after all, what greater compliment can be paid to any branch of commercial or industrial activity?

A large portion of any losses which Nurserymen may have experienced the past year, I believe, can be traced very directly to the bugbear of over-production. That over-production does exist in many kinds of Nursery stock no one can deny who is in close touch with the industry, although it is regrettable that no authentic production and consumption statistics are available as a guide.

The average Nurseryman has been in the same position as the average farmer to a certain degree, in that he has given proportionately too much attention to pro-

duction and neglected his marketing and sales problems.

The success of we Nurserymen is based upon our ability to supply the ultimate consumer with the kind of Nursery stock he wants. The time to give important consideration to our distribution problem, accordingly, is when we are planning our planting and arranging our growing contracts.

Too many Nurserymen still propagate and grow Nursery stock as the merchant of twenty-five years ago used to buy merchandise, with the hopes that somebody will come along and take it off his hands.

We must all recognize the fact, I believe, that we cannot pursue such a policy and expect a profit from our activities.

Present conditions counsel clearly, it seems to me, that before any expansion program is undertaken in any Nursery, careful study must be given to retail sales and to the subject of public demand. On the other hand, there should be no limit to the effort given to pushing retail distribution plans.

Fortunately Came Stimulus of National Campaign

Fortunately, the past year has found some stimulus being given to the broadening of our market through the National Advertising Campaign. In my opinion, this campaign represents a constructive development in the right direction, but it will represent a bonfire of paper dollar bills if we continue to expand our plantings haphazardly, producing more stock than public demand warrants with a resulting demoralization of prices and loss to every member of this association. It seems to me, therefore, that the subject of over-production is the most important subject that can be considered by Nurserymen at the present time.

Just what can be done of a constructive nature? For one thing, I believe education on this subject is needed and it is within the province of Nurserymen to undertake an educational campaign which will convince growers of Nursery stock that it is to their best interests to thoroughly plan

their distribution before propagating and growing Nursery stock. In my opinion the Educational Director of the American Association of Nurserymen would be performing a helpful service for members of the Northern Retail Nurserymen's Association and for Nurserymen generally by preparing articles for the trade papers, especially "News for Nurserymen," pointing out the disastrous results which follow in the wake of over-production and the wisdom of propagating and growing with a keen eye on future distribution. Unless the Nurserymen of the country awake to the seriousness of this problem, the history of our business will likely be the history of agriculture where production was stressed at the expense of marketing with the farmer of today suffering from this short-sighted policy.

It would also be well for us all to remember that the farmer has always been and still is one of our most important cus-

tomers. Let us help him, accordingly, whenever it is within our power to do so, for in helping him directly we are helping ourselves indirectly but just as certainly.

In this connection, Hon. John Nordine, member of the Minnesota Legislature, has called my attention to the importance of our lending whatever assistance we can to the development of the Inland Waterways, especially the improvement of the Upper Mississippi. Consider just this one item. I am informed that the amount of sisal used at Stillwater, Minn., in 1929 totaled 8,200 tons of 16,400,000 pounds. The improvement of the Upper Mississippi so an all water route could be used for this freight shipment would save \$29,500 a year on this one item. Grain shipments would benefit in the same proportion.

Our Full Obligation

The development of the Great Lakes Waterways is equally vital to the farmers of the northwest. Further, speedy action on laws giving our farmers the kind of relief they need is greatly to be desired. Let us keep prominently in mind the fact that when the farmer is prosperous, the Nurseryman has a mighty good customer.

Operating a retail Nursery today is much different than it was even a comparatively few years ago. Competition comes creeping in from every side and sometimes we wonder what the result will be. In my opinion there is one answer. People are going to continue to require Nursery stock in greater and greater amounts and if we can supply them with the right kind of stock of uniformly high quality, and serve them faithfully, there will always be a prominent place for us in the business world.

Securing orders from planters and delivering the stock, far from fulfils our obligation. The public depends on the retail Nurserymen to establish the grades of Nursery stock as well. The retail Nurserymen are the ones who must meet the public and they cannot be content to leave such an important matter as the establishing of grades to the wholesale grower. If the retail Nurseryman will maintain a grade of stock that is above criticism, pack it well and deliver it in first class condition, he will not have to lie awake nights worrying about the competition of chain stores, department stores, etc.

The Independent Nurseryman

As I consider the various problems which confront us as Nurserymen, I cannot help but feel that members of the Northern Retail Nurserymen's Association have a pretty good grasp of them and perhaps it is the Nurseryman not a member of our association whom we really should reach. I am not ready to make a recommendation on this point, but the subject of changing Section 4 of our by-laws, it seems to me, at least merits committee consideration.

The Nurseryman of the Northwest, especially those located within the borders of the state of Minnesota, may well feel honored that the American Association of Nurserymen voted unanimously at the

(Continued on Page 36)

High Power Production and Distribution Methods

The Key-Note of the New York Nurserymen's Annual Convention—Grullemans and Wilson on New Things For the Waiting Public

DEMING, HOTTES, VAN BUREN ON MEANS FOR EFFECTIVE SALES

SEVENTEENTH annual convention of the New York Nurserymen's Association was held at Hotel Seneca, Rochester, Jan. 10-11. Attendance was large and interest was lively. In his annual address President Leland C. Brown said:

"While business has not been as good as a year ago, I believe things are picking up, that the outlook is exceptionally bright and that the Nurserymen, retail and wholesale, are going to get their full share. I will quote what Frederick W. Zoller, president Union Trust Co., Rochester, N. Y., said recently:

"I believe that 1930 will be a worker's year. In my opinion the man who keeps his shirt on and his sleeves rolled up with be agreeably surprised at the results of his efforts during the coming months. The orgy of stock speculation is over and we revert to the old principles of thrift, industry and perseverance. The man or firm

who works the hardest, lives within his income and refuses to be easily seared will find, I believe, that 1930 will be a good year."

President Brown complimented Chairman E. M. Bush of the membership committee for good work in behalf of a larger association. Regret was expressed over the death of George W. Olver and E. M. Maloney, well-known Nurserymen, and Charles W. Betts, an active friend of the Nurserymen.

The main address of the opening session was the National Campaign keynote address of the opening season, by Educational Director E. C. Cary: "How To Cash in on the Advertising Campaign." The address was and is of highest importance to subscribers to the Campaign Fund who desire direct results from nation-wide publicity. The address is presented on another page of this issue.

Profusion of Available Plants for Expansion

Two fine illustrated addresses at this meeting were models of their kind. The first was by J. J. Grullemans, secretary-treasurer of Wayside Gardens Company, Mentor, O. He flashed upon the screen a large number of colored views emphasizing his argument that a profusion of little-known plants are available to Nurserymen whose enterprise prompts them to extend their business greatly by interesting the planting public. He said that in his own business the response on the part of the public to such suggestion, backed with a supply of the material, had been surprising. "We have to step lively," said he, "to keep pace with the demand."

The other illustrated address was "The Better Class of Ornamentals," by Dr. E. H. Wilson, keeper of Arnold Arboretum, Jamaica Plains, Mass. Dr. Wilson's lectures accompanied by beautifully colored plates always attract large audiences, usually locally augmented as was the case at this meeting. His argument woven into his graphic description was, like that of Mr. Grullemans, for greater use of uncommon plants—creating the desire on the part of the planter for something not found in his neighbor's garden, and then being able to supply the novelty.

"For years," said Dr. Wilson, I have

How To Get Competent Salesmen

Louis J. Schwartz, Goodwear, Inc., Chicago, not being able to be present, Mr. Deming, Maytag Washer organization, spoke on salesmanship. He said he could speak interestingly, he believed, of the results of highly systemized salesmanship, since Maytag sales had been last year the largest ever, in spite of general conditions and sales resistance which must greatly exceed that encountered in the Nursery business.

"Competition," he said, "is only an excuse for whining or for getting busy. And in getting busy organization is everything. Man power is the problem. I suppose you do not need a man down in Richmond, Va. Sure you do; you need a man in very

been seeking to provide that which will make America more beautiful, searching not only our own land but farthestmost parts of the world for new material therefor. It is for Nurserymen to disseminate this new material which is now available. Think well as to the use of that which will not only arouse but also maintain the interest of the planting public, thus directly contributing to the making of America more beautiful, while at the same time markedly extending your business and profitably."

Speaking of his Regal lily, recent noteworthy importation, Dr. Wilson showed a beautiful picture in color of corner in his grounds filled with the blossoms and said: "I have noted 51 blossoms from a single bulb, on five stems." Of lilacs he said: "In Highland Park, Rochester, there are 250 varieties. We have in the arboretum more than 200. Of the total that are known probably not more than 50 are best."

Dr. Wilson urged attention to hardy varieties of roses. "With due respect to the hybrid teas," he said, "my opinion is that great advantage lies in extending the rose belt farther north." He praised highly the Beauty Bush.

Upon motion of Paul Fortmiller, Newark, N. Y., association extended to Dr. Wilson a rising vote of thanks.

many points. Business is like a negro's wool which does not seem very thick but which has a lot of kinks. Present day conditions develop more detail than ever before. I have just completed an analysis of results of every man's work in our New York State organization; it shows that I've got to make a lot of connections in 1929 performance. Have you looked into the leaks in your business? Every organization must have a leader. Like leader, like organization. I am sometimes asked: Where do you get all these men? In New York State I have four assistants and we have 52 district managers who supervise the men in the field. The men we have help us to get other men. Newspaper ad-

vertising columns constitute a poor medium for procuring capable men. If we meet a man who is selling insurance we find out just what he is doing and then we make him our proposition. We get the most of our men by canvassing. We photograph checks that are sent in payment of commissions to our best men and show these to a prospective salesman as evidence of what our salesmen are doing. We get many men by demonstrating. Each salesman is expected to make 24 demonstrations a month. In this way we have contacted several women in each case—a total of about 100 people a month. Our sales therefrom run from 20 to 35.

The Planting Sold the House

"What bearing has the Nursery business on this? Well, your problem must be similar when it comes to making sales. Mr. Jones says to Mrs. Jones: 'Where did you get that shrub?' At our home, for instance, years ago we made a rather fine planting, altogether about \$15 in cost. That planting sold our house. It added in value perhaps \$6000 when it developed. We could never get that much for it, but it sold the house when other houses lagged in interest. Nursery salesmen could carry cameras and photograph respectable plantings. A salesman thus equipped reaches a place where such planting as there is detracts, does not attract. Photographs of what Mr. and Mrs. Blank have done in the way of planting are shown; and then a photograph of the very place under discussion is shown, in contrast. The owner sees it as others see it! He does not then ask the price nor how much commission the salesman gets.

Prize Contest for Salesmen

"Why not a prize contest with a camera for the prize for the salesman who effects the greatest results?

"Maybe we are good in closing up if we get the leads; but do we get the leads? Many salesmen are not balanced; they are just getting by. That's terrible! I would have either a failure or a success. The sales manager must constantly give ideas. And he must insist that his men do what he directs. There must be discipline.

"The salesman has the best proposition in the world. You go to your dentist, Dr. Smith, because it is Dr. Smith. If he palms you off on Dr. Jones you are dissatisfied. But Dr. Smith's ability to meet all comers is limited. The biggest factor is myself. If a salesman in my employ is not selling, it is my fault as sales manager. Remember, a mule can't kick when he's pulling; neither can he pull when he's kicking.

"If you had men out in the field making 1000 contacts with photos to show of results to be aimed at and plates of materials wherewith to produce the results—25 to 30 of those combinations over a large territory, figure probable results.

"I only know that if one wants to buy Nursery stock he'll be surprised to learn how hard it is to find! Du Pont's plantings, I believe, are outstanding in the coun-

try. There you can get an idea of what you should be doing. In Syracuse there are two land developments I have in mind. One is the dullest imaginable. The other is attracting people regularly; it was turned over to the Stuart concern in Newark for landscaping; houses there are selling.

"Demand weekly reports from your salesmen and profit by them. We have daily reports and we study and act upon them. Reports enable the manager to do a salesman a lot of good. We use a lot of questionnaires. We try to solve many problems right in the field; that helps the boys.

"Every man in your sales organization ought to be worth as much to you as the income from a \$35,000 bond."

Replying to questions Mr. Deming said agents were paid 15% of sales on six machines or more; if less 12% to 13%. In the Rochester district there are three district managers each maintaining a force of ten men. If a district manager loses a man he must replace him. If a salesman secures a new salesman the latter must work in another district if the quota in the district in which he originated is full. The commission on sales of one machine is given to the salesman who procures a new



PAUL V. FORTMILLER, Newark, N. Y.
President New York Nurserymen's Assn.

salesman who stays three months. Each canvasser is allotted 600 to 700 homes to visit. The company has a definite canvassing system. Two or three weeks' time is spent by an instructor in the field with a new man.

"Anything You Emphasize You Can Sell"

In his extemporaneous remarks pertaining to "An Outsider's Impressions of the Nursery Business," Dr. Hottes touched on minor things that seemed to him to need attention. He visualized a prospective customer approaching a Nurseryman and asking: "Haven't you something particularly good to plant this season?" O yes; lots of things," replies the Nurseryman who lost an opportunity to specialize on a few things the customer ought to have.

"Anything you emphasize you can sell," said Dr. Hottes. Display, stress the out-of-the-ordinary. When you enter a grocery you do not see sugar placed in the lime-light on the counter; that is down under the counter. What is placed directly under your eye on top of the counter is a new kind of cheese to which the grocer directs your special attention. That makes sales. It is poor policy, for instance, to illustrate in your catalogue Spirea Vanhoutte which

has long been overplanted and which every one knows.

"O you apostles of beauty! Behind your counters you are hiding beautiful things that are comparatively new and therefore would be in great demand—if they could be seen and described. A change in the makeup of Better Homes and Gardens is noted. Fiction has been displaced by articles on real things. You should be interested in the fact that fiction takes the reader away from his surroundings. It is to your advantage to concentrate attention upon home surroundings rather than on the South Seas. You should foster every urge to stay at home. Travel advertising? Why no! Your policy is to prevent people from joining organizations whose members shout Whoopee. For you—and for a more beautiful America—it is desirable that people stay at home and plant rock gardens, build pools, repaper their walls, make many improvements. There's no place like home.

Give the Public What Pleases It

"We are told that a place is not a home until it is planted. Is it ever planted? What of a place for which the owner has purchased 12 spireas and has planted six on each side of the entrance? We are not told that we do not eat breakfast unless we eat shredded wheat. It is not so much what pleases us; it is what the public wants. A college professor told me he and his friends were much pleased with the magazine I edit. Well if the magazine of the class of this one especially pleases the professors, something is wrong with it. How about the general public? When Nurserymen think a Nursery concern has an especially good catalogue something is the matter; for probably it is because they can find therein scientific name listings that suit their convenience. Anyone can preach, but the question is: What did you learn?

"You have got to have sentiment in your business. If you do not say: 'This is a mighty fine plant,' and tell why; if you are afraid to appeal to the heart, you are missing great opportunity. You think the gar-

den club people are awfully mushy when they dwell in their admiration upon delicate shades of color and delightful forms of Nature's work. Of course they are and you'll not get on with them half so well as if you get mushy yourself.

"Your retail catalogues should be intriguing rather than business-like.

"Making America more beautiful is almost equal in importance to religion, fully equal to politics or golf. And you've got to start with children. I can trace my interest in horticulture to incidents in my childhood."

Director B. D. Van Buren, Bureau Plant Industry, Albany, N. Y., speaking of problems of inspection referred to marked evidences of increasing interest in new plants. In one town of New York State activities of a flower club of 100 members had increased sale of plants in its section four times in the last few years.

"It is of interest to know that the Federal quarantine on white pine now permits this tree to be grown and shipped in this

state. It is necessary to apply to the Plant Administration in Washington for a permit and to have Bureau of Plant Industry inspection of the particular Nursery and its surroundings; there must be no black currants within one mile and no currant or gooseberry bushes within 15 feet. Shipments can then be made into any state, I believe. But only two permits have thus far been issued. It is unlawful to grow black currants in New York State. Raspberry plant certification in 1929 were only half the number in 1298. Nurserymen in eastern New York are beginning to feel the pinch of Japanese and Asiatic beetle supervision. I feel that the quarantine on the Asiatic beetle is not warranted. There is question whether the Japanese beetle quarantine expense is fully warranted when we take into consideration the losses and added expense to the Nurserymen in the infested area, together with said cost, and compare this to actual damage by the beetle. However, there is another side to this whole question. If these federal quarantines were not in force, it is likely that many non-infested states would have quarantines prohibiting the movement of all Nursery and greenhouse products, as well as many other products, from infested states into non-infested states. As it now is, a very free movement of all of these products from the infested areas is allowed, under quarantine restrictions, which are by no means prohibitive; and the several states are barred from prohibitive quarantine action when the federal government has acted. (See Oriental Peach Moth Quarantine by California).

"Therefore it might seem that this quarantine, as carried out, may be more beneficial to the Nursery interests involved as a whole than if no federal quarantine were in force."

H. B. Tukey, Geneva, N. Y., outlined high spots in investigations of Nursery troubles, touching on phases that have been reported in the columns of the *American Nurseryman*.

Rabbits

William Pitkin, president Chase Brothers Nursery Co., Rochester, N. Y., cited the considerable damage to Nursery stock caused by rabbits and asked what measures for control could be taken, since use of ferrets is not allowed and poison is ineffective. Mr. Van Buren doubted whether relaxation in ferret protection could be obtained, because hunters' influence in behalf of the rabbits is strong. The matter was referred to the executive and legislative committees; and a special committee composed of T. S. Knight, W. J. Maloney and J. Carey was appointed to confer with the New York Horticultural Society in the matter.

Officers

Officers were elected as follows: President Paul V. Fortmiller, Newark; vice-president, Charles W. McNair, Dansville. Executive committee: Leland C. Brown, Percy Allen, C. H. Stuart, E. M. Bush, P. H. Farber.

President Fortmiller and D. E. Williams were appointed representatives to the national association convention in Minneapolis in July.

The return envelope used by the Munson Nurseries, Denison, Tex., bears this return card notation:

"From
Who is going to make a place MORE BEAUTIFUL AND FRUITFUL."

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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RALPH T. OLCOTT, Pres. and Treas.
Phones—Main 5728, Glenwood 700
Chief International Publication of the Kind

SUBSCRIPTION RATES		
One Year, in advance	- - -	\$2.50
To Foreign Countries and Canada	- - -	3.00
Single Copies	- - -	.20

ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JANUARY 15, 1930

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastefully. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

E. J. Weaver, of Wichita, Kan., has moved his greenhouse and Nursery stock to 1800 East Central Ave.

Maloney Bros. Nursery Co., Dansville, N. Y. plan the erection of two semi-iron greenhouses, 16 x 75 feet, by the King Construction Co.

The Mirror of the Trade

THE ILLINOIS ANNUAL

The main corridor of the first floor of the Hotel Sherman was a busy thoroughfare during Convention Week. Up and down this highway and in and out of the flanking assembly hall and three large exhibit halls surged Nurserymen from all parts of the country. The attractions of a variety of exhibits vied with a wide range of practical addresses across the corridor, while both here and in the main lobby on the ground floor much offering of stock was made. Not a great deal of stock changed hands, it is believed, for the sellers appeared greatly to outnumber the buyers.

It was a cosy, social time, anyway, many acquaintances being made or renewed. Formal sessions were not fully attended, some who were especially bent upon business fearing to leave the lobby lest a wanderer might want to buy a dozen roses.

It was as usual, a representative convention, all details being carefully looked after by Secretary Averill, the other officers and committees. Program was of high character and fitted in well with the current main aims of the trade—education of the public and expansion of the market. The exhibits constituted a big feature, more space than ever being required—a profitable phase of the occasion. President Klehm

says still more space will be occupied next year, owing to the marked ability of the chairman of the committee, Ernest Kruse, Wheeling, Ill.

The central location and the time of year, coupled with skillful management explain why the Illinois annual is by many in the trade unexcelled in Nursery trade gatherings.

Western Association membership was represented in comparatively small part at the joint meeting. It was determined that Kansas City, Mo., the regular meeting place, is better suited to the purpose and the association will meet there next year.

Although a register for signatures of those in attendance at the Illinois Nurserymen's Association conventions is provided—right on the secretary's table at entrance both of the assembly hall and the exhibit rooms—only a portion of the large group present takes a moment to register. The record is an interesting one, since the register is alphabetically arranged on ledger pages, each year's names being blocked off on the pages, so that all the Bs, for instance, who were in attendance in a previous year are displayed on the B pages above the current year's entries.

One may look back, therefore, and see how regular has been his own attendance and that of others.

Annual Address of President Henry C. Klehm

As your incoming president and filling in the unexpired term of our lamented friend, Fred van Oven, whom we all shall miss at our annual meetings and who has contributed much to the welfare of our association, it is indeed a pleasure to extend to all members of the Illinois State Nurserymen's Association my heartiest greeting, and also to President J. B. Baker and the Western Association of Nurserymen at this joint meeting, which the executive committee and I hope will prove such a success that it will be permanent and will go on the record of both associations as the greatest meeting ever held by the Nurserymen of the country.

Many members of this association may not be aware of this joint meeting. Last July at the National meeting of Nurserymen at Boston the Western Association asked permission to hold a joint meeting with the Illinois Association and the executive board granted its request for this year as an experiment. Before this convention adjourns I believe a vote should be taken to determine whether these joint meetings should be continued.

For the benefit of our friends of the Western Association, who are present here today, this is the fourteenth annual convention of the Illinois Association. During the summer of 1916 a small group of Illinois Nurserymen attended the meeting of the Horticultural Society at Urbana, Ill.; banded and organized the Illinois State Nurserymen's Association to further our interests. And from this small beginning it has grown to be one of the leading state associations of the country.

One of the most important early achievements was the cooperation of P. A. Glenn, of the state entomologist's office, with one of our committees which resulted in the elimination of our state inspection fees. This, however, has placed a considerable burden upon Mr. Glenn's office as his de-

partment cannot at the present time procure enough appropriations to make proper inspections throughout the entire state. The executive board and I, therefore, recommend that a committee of three be appointed at this session to confer with Mr. Glenn to determine what minimum inspection fee should be charged so that his office can give a more rigid inspection of all Nurseries and dealers.

We now have twelve standing committees to take care of the work of the association. I recommend that these committees be appointed immediately after the close of each annual meeting. This will give each committee the necessary time to accomplish the work on hand. Our committees have all been active this year and I want especially to call your attention to the work of the exhibit committee, of which Ernest J. Kruse is chairman. His accomplishments are outstanding in arranging our exhibits; furthermore he has made a profit for the association and therefore deserves a vote of thanks.

Our program committee, F. J. Littleford chairman, has spent much time and effort in arranging for your approval a program containing practical and up-to-the-minute addresses by men qualified to handle the various subjects. Albert S. Greshon, chairman of the luncheon committee certainly knows what the Nurserymen like in the way of entertainment and I am sure you will all be well pleased with the results.

Our secretary, friend and co-worker, N. E. Averill, known as "Newt" has given much time and energy as an officer of this association. To him largely belongs the credit for the progress our organization has made to date in general welfare and financial situation.

Organizations and propaganda are the two greatest factors to bring our wares before the public. Methods of advertising change, but the need for an effective appeal to the public remains the same. This means a fresh approach through the medium of roadside display and sales grounds as well as effective billboards, local newspapers, direct mail campaigns and many other channels. The Nurseryman having analyzed what he has to sell will then take the best logical means of approaching his public.

Since the use of automobiles roadside
(Continued on page 35)

Campaign Subscribers Evince Lively Interest

(Continued from page 27)
Rotary Club auspices. We contributed \$100 to the prize list and got back \$1000 in orders. Permit a suggestion: Campaign News does not fit in very well with our scheme of selling. I am glad to have Mr. Cary say that he has a new plan for 1930 for aiding material for agency men."

Elizabeth B. Drake, E. B. Drake Nurseries, Winchester, Tenn.—Garden clubs are not using Nursery stock as much as they might; they run to florists' stock. What can be done to correct this "

Mr. Cary—"I think that is a matter for local action."

Will Double His Returns

E. C. Hilborn—"As to comment by Mr. Manahan. Believe he will double his returns if he takes similar action this year and that he will find results each year cumulative in proportion to the activity of his interest. It takes momentum. The second year the Rotary Club will find it easy to interest more people; the third year the affair will enlist the interest of almost the entire community, and it should be a permanent feature. It will be a great mistake if we allow such opportunities to drop.

Not Any of Us Had Any Worry

"Not any of us who have worked from the start on this movement [Mr. Hilborn was the original committee chairman] for market development have had any worry about the outcome. We are concerned about lack of full knowledge of how to benefit, on the part of subscribers. I'll bet that there are not ten men present who know in how many magazines the Campaign advertisements are running this spring. Regard it as part of your daily business to keep posted on Campaign details and on cashing in for your benefits, and see that your neighboring Campaign subscribers do likewise. Such criticism as there is comes from men who do not know what is going on!"

State of Illinois' Big Aid

Phil S. Haner, Superintendent of the Bureau of Plant Industry, Illinois Dept. Agriculture, Springfield, Ill.—"I have listened to your Campaign plans to make America more beautiful and the encouraging results that are being recorded. I have been greatly enthused by it all. I want to aid in every way I can.

"Our Department of Agriculture has a publicity bureau. If you will send us your material we will get it into every newspaper in the State of Illinois. We'll use your slogan, too, on our stationery. Our department wants to cooperate in so laud-

able and so important a work. We want to help to set up a standard.

State of Illinois Not To Compete

Now the State of Illinois is not going into the Nursery business. We are going to provide some work for those who need it in these times, by beautifying some waste land, but if we should receive an application for a single tree we would not sell it."

A. G. Bookwalter, Berryhill Nursery Co., Springfield, O.—"I believe it is utmost importance that more Nursery concerns join the Campaign movement and get the benefits that are plainly becoming manifest. I wonder if opportunity for joining is being given."

Mr. Cary—"That matter is being kept in mind. Campaign directors had to suspend the matter of adding members in order to advance the actual work of developing advertising and publicity and especially the servicing of present Campaign membership so that they could obtain full benefits. We shall take up at the psychological time the offer of Campaign membership."

All Officers Re-elected

At the business meeting of the Illinois Association all the officers were re-elected.

Prof. A. S. Colby of the horticultural department of University of Illinois, Urbana, presented a paper on progress in research work on small fruits which was listened to with special interest. Illinois Nurserymen and many others in the central states look to Prof. Colby for latest information on this subject in which he specializes.

The program as published in the last issue of *American Nurseryman* was presented in regular order. On the last day the garden clubs of Illinois graced the occasion of an address on "British Gardens and Shows by William N. Craig, secretary of the New England Nurserymen's Association.

Home Landscape Short Course—The Department of Landscape Architecture, Iowa State College, Ames, Ia., announces its initial short course to be given April 2-3. "The recent phenomenal growth and interest in gardens and home landscapes has developed an amateur demand to a point where more advanced information is necessary than given in former short courses. The course is planned to meet the needs of rural, suburban and city home owners who are desirous of further improvement of their properties."

Columbia & Okanogan Nursery Co., Wenatchee, Wash., expect to move into their new building March 1st.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Chicago Convention Exhibits

D. Hill Nursery Co., Dundee, Ill.—Evergreens
Shenandoah, It. Nrseries—Trees and shrubs
Process Color Printing Co., Rochester, N. Y.—Colored plates
Genesee Press, Rochester, N. Y.—Catalogues and plates
Vaughan's Nursery, Chicago—Ornamentals
George B. Carpenter Co., Chicago—Nursery twines and cordage
Swift & Co., Chicago—Vigoro
Kelsey Nurseries, St. Joseph, Mich.—General stock
A. M. Leonard & Son, Piqua, O.—Horticultural cutlery and tools
Ideal Lawn and Power Co.—Bags
Great Western Bag Co.—Bags
B. F. Conigsky, Peoria, Ill.—Horticultural photos, etc.
Klehm's Nurseries, Arlington Heights, Ill.—General stock.
Amour Fertilizer Work, Chicago—Fertilizers
Baker Brothers, Fort Worth, Tex.—Evergreens
Washington Nursery Co., Toppenish, Wash.—Chinese elm
Barrett-Christie Co., Chicago—Nursery spades
White Showers—Irrigation system
Conard & Pyle Co., West Grove, Pa.—Roses, etc.
Mrs. G. R. Marriage, Colorado Springs, Colo.—Evergreens
Skinner Irrigation Co., Troy, O.—Irrigation system
Hamilton, Mich., Mfg. Co.—Transplanting machine
Chase Bag Co., Cleveland—Waterproof paper
Macmillan Company, New York City—Horticultural books
Lord & Burnham Co., Irvington, N. Y.—Greenhouses
Verhalen Nursery Co., Scottsville, Tex.—Evergreens
Jewell Nursery Co., Lake City, Minn.—Shrubs and evergreens
Masters Planter Co., Chicago—Centaur and Bolens tractors; Planters Jr. line including power cultivator
National Products, Inc., Quincy, Ill.—Red spider control
Rosamond, Ill., Nursery—Gazing globes
A. B. Morse & Co., St. Joseph, Mich.—Catalogues
Rosemont Nurseries, Painesville, Ill.
Littleford Landscape Gardens, Hindale, Ill.—Home-grown roses
Standard Oil Co., Chicago—Insecticides
W. Ralston & Co., Niagara Falls, N. Y.—Waterproof mailing tubes
H. H. Potts Co.—Horticultural slag, pulverized limestone
Johnson & Johnson Co., New Brunswick, N. J.—Nursery grafting tape
Parker-Woerner, Tecumseh, Okla.—Planting baskets
Griffing Nurseries, Beaumont, Tex.—Evergreens
Tolleson Nurseries, Denver, Colo.—Chinese elm, blue Colo. spruce
Naperville, Ill., Nurseries—General Nursery stock.



ALFRED C. HOTTES
Better Homes & Gardens
Des Moines, Ia.



C. E. CARY
Education-
al Director, A. A. N.



H. G. SEYLER,
Weiser Pk., Pa.
Treas. Farr Nursery Co.



JOHN R. MacGREGOR
Chicago Assn Commerce



WILLIAM N. CRAIG,
Secy. New England Nur-
serymen's Assn.

Quintette Of Prominent Speakers At the Chicago Mid-Winter Round-Up

Sidelights on the Chicago Joint Convention

Murray McNeill, formerly with Griffings Nurseries, Beaumont, Tex., and A. N. Watson, formerly with Monticello, Fla., Nursery Co., are now with the Fraser Nursery Company, Birmingham, Ala. Both were at the big mid-winter meeting in Chicago this month actively cooperating with others, North and South, to make this year very different from 1929.

Clarence R. Burr of the well-known Manchester, Conn., company bearing his name, an associate member of the Illinois Association, was the center of numerous groups in the Sherman lobby receiving good-naturedly many comebacks in return for practical jokes he has perpetuated in times past.

E. M. Sharrock, formerly sales manager of Brown Brothers Co., Rochester, N. Y., now with Brinckerhoff, Inc., advertising, Chicago, renewed acquaintances and reviewed Nursery trade reminiscences. That he has kept in touch with Western New York developments is evident. He is handling the advertising of some of the Nursery concerns in the Rochester and nearby territory.

E. P. Bernardin, chairman of the executive committee of the Western Association of Nurserymen, was a prominent member of the delegation from Kansas to the joint convention.

Bj. Loss and Secretary C. H. Andrews, of the Northern Retail Nurserymen's Association are leading in the movement in Minnesota to convince forestry authorities that commercial Nurserymen can be of material aid in supplying the great need for additional planting stock for waste lands.

T. Sakata, well-known seedsman of Japan, en route from San Francisco to New York on his tour around the world, was at the convention, the center of interested groups. In his wake American geishas distributed as souvenirs, dainty red, pink and blue silk hand-painted pin cushions. Mr. Sakata after several weeks at the offices of Herbst Brothers, his American representatives in New York, will proceed to Yokohama via European capitals and Siberia.

So strong is the habit of attending annual convention in Kansas City, on the part of numerous members of the Western Association of Nurserymen, that they did not venture to Chicago. Next year's convention will be in Kansas City, as usual.

Among visitors at the Chicago convention was J. Dykhuis, of Felix & Dykhuis, the well known growers and exporters from Boskoop, Holland, of fruit and rose stocks who arrived in this country a few days before and who will be for several weeks at the office of the International Forwarding Co., 6 State St., New York City.

The executive committee of the American Association of Nurserymen held court in semi-annual session, in Room 206 in the heart of the Loop and disposed of considerable business in tri-session daily programs during the week. There was a full attendance. Attorney M. Q. Macdonald, Washington, D. C., was present, as was also Secretary and Traffic Manager Charles Sizemore. Plans for the annual convention in Minneapolis in July are well under way. Railroad representatives called upon the national of-

ficers to offer regular and special transportation facilities. Minnesota Nurserymen's Association committees are busy with arrangement details.

The Pacific Coast was represented as usual by Messrs. McGill and Wiggin, of Portland, Ore., and Toppenish, Wash. Mr. McGill is one of the first to arrive at the eastern conventions, from any point. He was at the Northern Retailers and is as enthusiastic as he was last year over the flowering cherry.

Prominent representatives of the South were Ollie Fraser of Birmingham; John Fraser, Jr., of Huntsville; Henry W. Chase, of Chase; President J. B. Baker, Western Association, of Fort Worth, Tex.; D. W. Griffing, Beaumont, Tex.; Mr. and Mrs. Verhalen, Scottsville, Tex., C. C. Mayhew, Sherman, Tex.

In the extensive exhibit of horticultural literature by the Macmillan Company under the personal supervision of H. A. Stevenson, manager of the horticultural department, was shown an advance format, with specimen pages and illustrations, of the new book on landscaping by L. W. Ramsey, Davenport, Ia., advertising counsel in charge of the Nurserymen's National Campaign. It is entitled "Landscaping Home Grounds," for owners of moderate-size properties. The book is profusely illustrated with attractive outdoor living room views and is the result of many years' practical experience by Mr. Ramsey as a landscape architect coupled with wide additional experience gained by close study necessitated by research in nation-wide campaign activity. The book will be ready March 18th.

New York Convention Sidelights

As usual the banquet at the Hotel Seneca was out of the ordinary. Old age and youth, bald heads and brown occupied the center, while the midway group looked on; the idea being relaxation after a steady diet of brain food. It was noted that concentration practiced at the business sessions was in no way relaxed about the festive board.

Secretary C. J. Maloy reports 76 active and 21 associate members. Among those present were W. B. Cole, Cole Nursery Co., Painesville, O.; James Fraser, John Fraser, Jr., Huntsville Wholesale Nurseries, Huntsville, Ala.; Ralph S. Lake, Harley Deems, Shenandoah, Ia., Nurseries; Walter G. Wyman, Littlefield & Wyman, N. Abington, Mass.; D. P. Henninger, Forest Nursery Co., McMinnville, Tenn.; John Watson, E. D. Smith & Son, Winona, Ont.; E. S. Welch, Mt. Arbor Nurseries, Shenandoah, Ia.; A. B. Katzmeier, Macedon, N. Y.; M. Semple, Byrd Press, Richmond, Va.

To give the students of the department of ornamental horticulture at Cornell University who were at the convention opportunity to note the activities of an industry allied to the Nursery business they were conducted to the large plant of the Genesee Press in Rochester, under the direction of Prof. Hunn and Harold Conway, manager of the horticultural department of this printing establishment. There the production of Nursery catalogues and price lists was demonstrated. The students were especially interested in the remarkable efficiency of modern methods of color reproduction, automatic folding and sketching machines, etc., as explained by Manager Conway. A trip was also made by the students to the business office of Chase Brothers Company as a feature of their education.

This is a busy season for Educational Di-

rector C. E. Cary of the A. A. N. Campaign Division. Previous to his engagement at the New York State convention he addressed the Northern Retail Nurserymen's Association convention in Minneapolis and the Iowa association in Des Moines. His was an important place on the Illinois-Western Association convention in Chicago, Jan. 15-17. Then he was booked to the Ohio Nurserymen's Association in Columbus, Jan. 23-24, and the Kentucky Association in Lexington, Jan. 27-28. In addition his typed address was provided for presentation to the Connecticut, Pennsylvania and other trade association conventions.

Mr. Pitkin's reference to damage by rabbits led Director Van Buren, of the New York State inspection service, to relate instances of damage to Nursery stock by other animals. "Mice and deer cause considerable damage in the eastern part of the state," said he. "A complainant reported the appearance of 'the largest fawn,' he had ever seen. This proved to be one of the big jack rabbits we have to contend with down our way—an importation of which from Texas has proved a nuisance. A jack rabbit flashing across a field in the moonlight, on his hind legs has not been a usual sight in our section."

Mediterranean Fruit Fly Eradication Body Named

Announcement has been made by Arthur M. Hyde, secretary of agriculture, that the United States Department of Agriculture has created a five-member advisory board to pass on all biological and entomological questions involved in the eradication of the Mediterranean fruit fly in Florida. Members of the board are Dr. W. C. O'Kane, state entomologist of New Hampshire; Dr. W. P. Flint, state entomologist of Illinois; Dr. George A. Dean, professor of entomology at Kansas State Agricultural College, and Dr. P. J. Parrott, entomologist at the New York Experiment Station. A fifth member is to be appointed.

D. Frederick Dow, son of D. Webster Dow, Dow Nurseries, North Epping, N. H., died last month at Waterville, N. C., the victim of pneumonia.

E. G. HILL SAYS

"Every owner of a garden will find an answer to every question that comes up."

in the NEW



HOW
TO
GROW
ROSES

Beautiful Illustrations

45 popular varieties pictured in gorgeous natural colors; 93 other illustrations.

Certified Information

By Robert Pyle, J. Horace McFarland, and G. A. Stevens—each writing on the subject he knows best.

211 Pages; 5½ x 8 Inches

\$2.00 Postpaid

AMERICAN FRUITS PUB. CO.
P. O. Box 124
ROCHESTER, N. Y.

Nursery Trade Bulletin

Announcement is made of establishment of Lone Maple Lodge Farm, a rhododendron Nursery, at Wytheville, Va.

Bolen Nursery & Co., Lucedale, Miss., has established a sales yard at Philadelphia, Miss.

Chas. H. Lytle, sales manager of the fertilizer department of Swift & Co., Chicago, died last month. He was the introducer of Vigoro, the new fertilizer of his company.

The Davey Tree Expert Co., Kent, Ohio, are broadcasting a series of programs, over the National Broadcasting System, at 5 p. m. Sunday afternoons. This is in observance of their golden anniversary.

Incorporations: Northwest Nurseries, Exchange, Seattle, Wash.; T. A. Sullivan, Frank A. Chervenka, J. J. Bonnell, H. O. Miethke, James Wylie, P. H. Benthien and F. Widmer. Simons Nursery Co., St. Andrews Parish, S. C., \$7000, Simons L. Simons, Chas. W. Simons.

A 193-acre farm near Danbury, Conn., has been purchased by the North Street Conservatories, for the production of Nursery stock.

A Nursery has been established by H. E. Pfeffer, on Lake Minnehaha Drive, Clermont, Fla. It is planned to follow up the initial planting of 3,000 palms with other ornamentals as the demand justifies.

It is reported that 12,000,000 pine seedlings will be transferred to cut-over pine land of Louisiana this year, for reforestation. The state Nursery at Woodworth will supply 2,000,000 of the seedlings.

Seed Concerns Consolidate—D. M. Ferry & Co., Detroit and C. C. Morse & Co., San Francisco, have consolidated under the

SAVE MONEY On Shade Trees

	Per 10	Per 100
Ash, Amer. White, 6-8 ft.	\$ 5.00	\$ 40.00
Ash, Amer. White, 8-10 ft.	6.00	50.00
Catalpa Bungei, 2 yr., 3-4 ft.	4.50	35.00
Catalpa Bungei, 2 yr., 4-5 ft.	5.50	45.00
Catalpa Bungei, 2 yr., 5-6 ft.	6.50	55.00
Elm, American, 6-8 ft.	5.50	45.00
Elm, American, 8-10 ft.	7.00	65.00
Elm, Chinese, 4-6 ft.	6.50	50.00
Elm, Chinese, 6-8 ft.	8.50	80.00
Maple, Manitoba, 6-8 ft.	2.50	20.00
Maple, Manitoba, 8-10 ft.	3.00	25.00
Maple, Norway, 6-8 ft.	12.50	120.00
Maple, Norway, 8-10 ft.	17.50	160.00
Maple, Norway, 1 1/2 in. cal.	22.50	200.00
Maple, Silver, 6-8 ft.	3.00	20.00
Maple, Silver, 8-10 ft.	3.50	25.00
Maple, Silver, 10-12 ft.	4.50	35.00
Oak, Pin, 6-8 ft.	14.00	
Oak, Pin, 8-10 ft.	17.50	

Titus Nursery Company
WAYNESBORO, VIRGINIA

CHINESE ELMS

Ulmus Pumila (Siberian Elm)

Ulmus Parvifolia (Lacebark elm)

Seeds, seedlings, Transplants.

Clean, well-rooted stock, at lowest market prices.

HOME NURSERY CO.
Richland, Wash.

THIS SPACE
\$1.40 per Issue

Under Yearly Term: \$1.25

name Ferry-Morse Seed Co. The former was established in 1856, the latter in 1877.

The Great Need

BUSINESS—"In no other profession, not excepting ministry and the law, is the need for wide information, broad sympathies and directed imagination so great."—Owen D. Young, Board Chairman of General Electric Company and Radio Corporation.

President Klem's Address

(Continued from page 32)

sales are going to be an important factor with many and are not to be overlooked. It is essential that your goods are in such condition that your customer can get immediate service and that a cash and carry proposition can be accomplished without delay. No arbitrary rules may be laid down as to the use of billboards, because of the great difference in local situations, but localities may group together and use the slogan: "It is not a home until it is planted."

Using the newspaper as a policy of expansion is even more logical when it is considered how new customers can be reached. An attractive advertisement of six to ten special varieties in your local newspaper from time to time is a good investment, emphasizing that the garden is not complete until these special varieties are planted.

I suggest an invitation to the American Association of Nurserymen to hold its convention in Chicago during the World's Fair year of 1933.

At the organized agriculture meetings in Lincoln, Neb., last month in the state horticultural society sessions one day was devoted to discussions of ornamental shrubs, garden plants, yard and garden contests, perennials, landscaping and small lot, and pools. Members of the Lincoln and Omaha Garden clubs were invited to attend. Among the speakers were Alfred C. Hottes, of Better Homes and Gardens; N. F. Guernsey, landscape architect, Sioux City, Ia.; Charles Andrews, Marshall Nurseries, Arlington, and Jacob Sass, a breeder of iris and peonies at Bennington.

Art is the pursuit of beauty and beauty is that which gives pleasure, whether it be pleasurable sounds, as in music, or pleasurable sights, as in landscape architecture. However, no matter how attractive a landscape planting may be, unless it serves a utilitarian purpose as well it will not satisfy for long.—C. E. Cary, A. A. N.

E. W. Townsend & Son, Salisbury, Md., have taken to the air, with weekly broadcasts of 15 minutes at 12:15 over radio station WLW, Cincinnati.

Doty & Doerner on Jan. 1 removed the Portland, Ore., office to the site of the Nursery sales yard with new mail address at Box 625, R. 8, Portland, Ore.

Closing Out Evergreen Dept.—Of particular interest to the Nursery trade is the announcement by The Whitney Nurseries of Warren, O., of the closing of their wholesale evergreen department. The Whitney Nurseries have conducted a wholesale and retail Nursery in Warren for over half a century and are widely known over the country.

JUST ARRIVED!

New Spring Catalog LOW PRICES - SPECIMEN STOCK

Look at these Sample Prices

BIOTA BONITA—B&B, 18 inches	\$.75 each
CEDRUS DEODARA—B&B, 6 to 7 ft.	5.50 each
JUNIPERUS COMMUNIS COLUMNARIS—B&B, 6 to 7 ft.	4.00 each
JUNIPERUS COMMUNIS ASHFORDI—B&B, 5 to 6 ft.	3.25 each
JUNIPERUS VIRGINIA (Southern)—B&B, 8 to 10 ft.	8.00 each
RETINISPORA PISIFERA & PLUMOSA—B&B, 8 to 10 ft.	6.00 each
LIBOCEDRUS DECURRENS—B&B, 5 to 6 ft.	6.00 each
THUYA OCCIDENTALIS ELWANGERIANA—B&B, 18 to 24 in.	.75 each
CORNUS FLORIDA RUBRA—B&B, 4 to 5 ft.	4.00 each

Many more like these.

Send for your copy NOW

FRASER NURSERIES, Inc.

BIRMINGHAM, ALABAMA

EVERGREENS FOR LANDSCAPE WORK

Black Hills Spruce	3 to 16 ft.
Colorado Blue Spruce, shiners	3 to 18 ft.
Colorado Green Spruce	3 to 15 ft.
Colorado Kesters	10 to 14 ft.
Concolor Fir	10 to 25 ft.
Norway Spruce	3 to 20 ft.
Scotch and White Pine	4 to 20 ft.
Douglas Fir	14 to 20 ft.

Over 2000 specimen trees.
Priced to sell. Write for prices.

Graettinger Nursery

Graettinger, Iowa

WANTED

12 specimen TSUGA CANADENSIS, six feet or over. Full trees, bushy to the top. Communicate with

Wilbur Nursery Company
Clayton, Missouri

75 Acres of Pure Bred MASTODON PLANTS

The growing season has been fair with us. Plenty of rain during last half of the year. We never had better quality and our prices are the lowest we have ever sold Mastodon plants.

We will have a surplus of 5,000,000 plants. Shipments made direct to customers under your tags at no extra cost. Also a full line of the standard varieties of strawberry plants. It will pay you to get our quotations before placing any orders.

E. W. TOWNSEND & SONS

Old reliable nurseries. Wholesale Department.
SALISBURY, MARYLAND.

SEED, SEEDLINGS AND TRANSPLANTS

Hundreds of Varieties and Millions of Trees for every class of planters. Write for catalogued price lists.

American Forestry Company
Pembine, Wisconsin

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Twelfth Annual Meeting in
Minneapolis, Minn., July, 1930—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

Hill's Evergreens

COMPLETE assortment of lining out
sizes. Also larger grades for Landscaping. Send
for our wholesale catalog. Also descriptive book-
let in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK

Large Assortment
WELL GROWN—NONE BETTER
See Our Lists Before Buying
NAPERVILLE DuPage County ILLINOIS

NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.
GEORGE D. AIKEN
PUTNEY, VERMONT

WE HAVE THEM
You May Want Some
Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catsbaai and Willow Oaks.
Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.

Our Trade List is ready.
Get next to one.

Atlantic Nursery Co.
BERLIN, MARYLAND

ROSES

Shrubs Cannas
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE Co.
ROBERT PYLE, Pres. West Grove, Pa.
Established Nurserymen since 1897

Franklin Forestry Co.

Nurseries at
COLRAIN and SUDBURY, MASS.
FOREST NURSERY STOCK
CONTRACT FOREST PLANTING
Send for our catalogue
89 State Street
BOSTON, MASS.

EVERGREENS
MILLIONS OF THEM

Seedlings—Transplants—Cuttings
Grown under glass

Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.
Send for our latest Bulletin

Sherman Nursery Co.
The largest growers of Evergreens
in the world
Charles City, Iowa

Stock for Lining Out

Variety	Grade	100	1000
COLORADO SPRUCE	2-4 inch T.	\$ 8.00	\$60.00
	(from Blue Spruce Seed)		
RED PINE	4-8 inch S.	3.50	25.00
	12 to 18 inch TT. .	40.00	300.00
SCOTCH PINE	8 to 12 inch TT. .	30.00	200.00
	12 to 18 inch T. . .	10.00	75.00
	8 to 12 inch S. . . .	2.00	10.00

Write for complete list.

Little Tree Farms
FRAMINGHAM CENTRE, MASSACHUSETTS

KEEP POSTED

On Nursery Trade Affairs

By reading regularly a trade
journal which covers the trade
news. Progressive Nursery-
men who do this possess an
undoubted advantage in busi-
ness plans and in their trans-
actions.

Ohio Nurserymen's Convention Program

The twenty-third annual convention of the Ohio Nurserymen's Association will be held January 23-24 at the Deshler-Wallick Hotel, Columbus. The program as planned by the executive committee provides that the first day will be devoted to routine business of the convention. President Howard N. Scarff of New Carlisle, will make his address. Myers Y. Cooper, governor of Ohio, will be present and speak. E. C. Cotton, chief of the Division of Plant Industry, will give a talk, which will be followed by an address on "Re-organization of the Horticultural Department of Ohio State University" by J. H. Gourley. "Experimental Work in the Nursery" will be the subject on which Alex Laurie of the Ohio University will speak. Victor H. Ries will talk on the timely topic "Roadside Beautification." L. D. Chadwick's subject will be "Propagation."

On Jan. 23 at 6 P. M. will be held the annual banquet in the ball room of the hotel, followed by dancing and cards.

Friday morning, C. E. Kern of the Wyoming Nurseries will talk on "New Plants" and C. E. Cary of National Publicity Headquarters will speak on "The National Campaign, Past, Present and Future." "Why it Pays to Beautify the Home," by Chelsa C. Sherlock, managing editor of the Ladies'

Home Journal will follow. Friday afternoon will be given over to business matters, including the election of officers.

During the course of the convention a general discussion will be held on various topics of interest to Nurserymen, among which will be:

Summer planting of Nursery Stock.
New Developments in Nursery Machinery.

Publication of prices in trade papers or magazines.

How is the Nurseryman who is offering first class stock at normal prices going to buck the fellow who advertises the same varieties of stock at ridiculously low prices?

How will Nursery stock be retailed in the future?

A cordial welcome is extended to all Nurserymen and their friends to attend all sessions of this convention.

ROYCE PICKETT, Secretary

Grand Oakland Memorial Park, Detroit, Mich., is being developed by the Greening Nursery Co., of Monroe, Mich. Sufficient landscape work will be completed in 1930 to prove conclusively that it will be one of the show places of America. The park property consists of 160 acres of land, 50 of which the Greening Nursery Co., have already laid out in the rough.

Retail Sales and Public Demand

(Continued from Page 29)

Boston convention to hold their 1930 convention in Minneapolis. Inasmuch as the membership of the Northern Retail Nurserymen's Association is comprised of firms located in the Northwest, it seems to me we should lend all assistance possible for the success of the national convention this year to the end that it may be a credit to the Nurserymen in this section of the country. This assistance, I believe, should take the form of both personal efforts and financial help as required. I suggest, accordingly, that a committee be named to consider and recommend a suitable plan of co-operation to pursue.

In conclusion, I want to say it has been a pleasure to have been associated with the officers of this association during the past year and to have contributed what little I have been able to contribute to its welfare.

The Kentucky Nurserymen's Association will meet on January 27-28 at the LaFayette Hotel, Lexington.

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

Largest Assortment

and largest stock of lining out stock in the United States.

Write for prices or call and see our growing stock.

Onarga Nursery Co.

CULTRA BROS., Mgrs.

Onarga, Illinois

CARR'S EVERGREENS

for

Bedding and Lining Out

M. L. CARR'S SONS

Yellow Springs

Ohio

Broad Leaf Evergreens

RARE AND CHOICE CONIFERAE

AZALEAS (Evergreen and Deciduous.)

FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
wholesale price lists.

Bobbink & Atkins

Rutherford, New Jersey

Choice Broad-leaved and Coniferous

EVERGREENS

in Lining out and Specimen Sizes

Write for wholesale catalogue and
list of rooted cuttings.

T. KIYONO

CRICHTON,

ALABAMA

EVERGREENS

SEEDLINGS and TRANSPLANTS

FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE,

CONNECTICUT

IF YOU GROW

Lining-Out Stock

You should be represented
in this department regularly.

Write for advertising rate

AMERICAN NURSERYMAN

Chief Exponent of the Trade

Scotch Grove Nursery

Growers of

EVERGREENS

For

Lining Out

GOOD ASSORTMENT
STANDARD SORTS

Price List on Request—Established 1871

SCOTCH GROVE, IOWA

CANADA HEMLOCK

Once transplanted

4- 8 in. \$ 8.00 \$ 70.00

Once transplanted

8-12 in. 15.00 125.00

Twice transplanted

12-18 in. B&B. 75.00

These Hemlocks are bushy, well
rooted Northern grown stock.

L. E. WILLIAMS NURSERY CO.

Exeter, N. H.

EVERGREENS

Seven million seedlings and transplanted up to
7 ft. Here are a few specials priced for prompt
orders.

Black Hill Spruce.....	2- 4 in.	\$ 15.00
Norway Spruce.....	6- 8 in.	14.00
Norway Spruce.....	8-12 in.	20.00
White Spruce.....	4- 6 in.	12.00
Picea pungens glauca....	4- 6 in.	25.00
Silver Fir.....	2 yr.	15.00
Pinus Nigra.....	6- 8 in.	15.00
Pinus Mugho.....	3- 4 in.	20.00
Pinus Ponderosa.....	4- 6 in.	10.00
Pinus Sylvestris.....	6- 8 in.	15.00
White Cedar, 3 yr.....	2- 4 in.	10.00
Norway Spruce.....	10-16 in.	30.00
Norway Spruce.....	18-24 in.	150.00
White Spruce.....	15-24 in.	200.00

Full line Trade List to Dealers only.

FERNDALE NURSERY

LUDVIG MOSBAEK ASKOV, MINN.

Annual Meeting Western Association of Nurserymen

Annual meeting of the Western Association of Nurserymen was held Jan. 15 at Hotel Sherman, Chicago. The attendance was light, many of the members not making the longer trip than usual, regular conventions being held in Kansas City, Mo. President J. B. Baker, Fort Worth, Tex., made an impromptu survey of conditions during the last fiscal year. Reports by members showed that business results for the year did not equal the previous year's. Unusually severe weather in November, the worst in 46 years, interfered with operations during the shipping season.

Reports were made by Secretary-Treasurer George W. Holsinger and others.

Officers were elected as follows: President V. Vernon Marshall, Arlington, Neb.; vice-president, George S. Welch, St. Joseph, Mo.; secretary-treasurer, George W. Holsinger, Kansas City, Kan. Executive committee: For three-year term—E. P. Bernardin, Parsons, Kan., chairman, J. B. Baker, Fort Worth, Tex., two-year term—C. C. Smith, Charles City, Ia.; H. S. Welch, Shenandoah, Ia. One-year term—E. H. Smith, York, Neb.; Robert Adair, Wathena, Kan.

The association will meet next year in Kansas City, Mo., as usual.

The President Hotel will be the headquarters. The dates are Jan. 27-29.

Charged With Defrauding Nurserymen

State's Attorney Theo. F. Brown, Westminster, Md., reports that warrants have been issued for the arrest, for larceny, of John A. Brinkman, the charge being that Brinkman on Nov. 25, 1929 stole a Ford coupe automobile from the Westminster Nursery, bearing the name of the Nursery; also collected money fraudulently. The automobile has been located. Authorities are desirous of apprehending Brinkman as soon as possible, for it is said he has already defrauded other Nursery concerns.

Chiefs of police of cities east of the Mississippi have been notified and the state police of Baltimore have broadcast the information by radio.

Description of John A. Brinkman, Hollander, living in this country about ten or twelve years; weight about 140; about five feet 7½ inches in height; red face, sandy hair; parts hair in middle; wearing dark overcoat; dark gray suit. Usually wears white shirts and dresses fairly neatly.

Takio Sakata, of T. Sakata & Co., Yokohama, Japan, is now in the United States. After completing a few personal calls en route from the Pacific Coast he will spend a number of weeks at the headquarters of the American branch, Herbst Brothers, New York City where he will be glad to give American Nurserymen information regarding oriental matters. About the middle of next month Mr. Sakata will continue his around-the-world trip, proceeding to Japan via Siberia.

PENNSYLVANIA NURSERYMEN'S ASSOCIATION

Floyd S. Platt, Morrisville, Secy.

Annual meeting of the Pennsylvania Nurserymen's Association will be held Tuesday, January 21st in the Senate Caucus Room, State Capitol, Harrisburg, Pa.

Morning Session—10:30 A. M.

Roll Call

Reading of Minutes

Report of Treasurer

Appointment of Auditing Committee

Report of Executive Committee

"One versus Two Year Apple Trees"—

H. G. Baugher

Afternoon Session—2:00 P. M.

Address—By C. G. Jordan, Secy. of Agriculture.

"Cooperation between Pennsylvania State College and the Pennsylvania Nurserymen's Association"—Prof. E. I. Wilde

"Maintaining Fertility of the Soil in the Nursery"—Prof. J. B. Dickey

Quarantine for Japanese and Asiatic Beetle"—J. Howes Humphreys

Address—By R. H. Bell, Director, Bureau of Plant Industry

"The Fundamentals of Landscape Gardening"—Prof. J. R. Bracken

"Roadside Marketing of Nursery Products"—Messrs. Seyler, Frorer and Wohlert

"The Rehabilitation of War Veterans"—Dr. Henry Pleasant

Election of Officers

FLOYD S. PLATT, Secy.

Morrisville, Pa.

New England Nurserymen's Convention Plans

Features Include Discussion of New Foundation Plantings—The National Campaign—Question Box—Best Plan of Business

The annual convention of the New England Nurserymen's Association will be held at Hotel Statler, Boston, on January 28 and 29. For the benefit of any who have not visited Hotel Statler we would say that it is easy to reach by cars from North Station, South Station or Park Street, getting off at Arlington Street and walking one short block.

Parlors B and C in which our meetings and annual dinner will be held are on the mezzanine floor and very easy of access. There will be a bulletin board on which to post lists of stock wanted or for sale.

An interesting program we hope has been prepared and it is hoped that members will feel very free to ask questions of the various speakers. We would be glad to receive any queries for the "Question Box" which would be of timely interest and create discussions.

Tickets for the annual dance, Tuesday evening at 6:30 may be procured from the secretary. Everything points to the coming meeting being the best we have yet held. We trust all will be on hand in good season. It may not yet be generally understood that firms outside of New England may now join our association by paying the same dues as our active members, they to be known as associate members.

WILLIAM N. CRAIG, Secy.

Tuesday, Jan. 28, 10:30 A. M.

Informal social and business gathering. Poster display featuring want and surplus lists.

1:30 P. M.

Open session for both active and associate members until 5:30 P. M.

Roll Call of Members

President's Address—Donald D. Wyman.

Reading of Records

Annual Reports—Sec. William N. Craig; Treas. Frederick S. Baker

Appointment of Special Committees—Auditing, Nominating, Resolutions

Committee Reports—Executive, Charles H. Adams; Membership, Edward W. Breed; Vigilance, Charles R. Fish; Educational, P. J. Van Baarda; Publicity, Walton G. Wyman; Transportation, Kenneth G. Gillett; Legislative, Richard M. Wyman.

Subjects for General Discussion:

Is there not great need for a radical change in the type of so called "Foundation Plantings" which are being used today?

Are Nurserymen conducting their businesses on the best plane today?

What suggestions can you offer for improvements?

Can you detect any increase in your business as yet due to the Publicity Campaign now being conducted by the American Association of Nurserymen?

Wednesday, Jan. 29, 9:45 A. M.

Reports of Special Committees—Auditing, Resolutions, Nominating

Election of Officers for 1930

Special Reports

GIGANTIC SALE

Owing to the death of our proprietor and to settle estate, we are closing out our Wholesale Department consisting of over one million first class Evergreen Seedlings, Transplants and Large Evergreens for landscape trade. Stock for sale in small lots or entire lot. Write at once for lists and prices.

THE WHITNEY NURSERIES

Established 1880

Warren, Ohio

Addresses

"What of the Future?"—William J. Fortune, Vice-Pres. National Shawmut Bank, Boston.

"Soils and Fertilizers for Nurserymen"—Prof. H. D. Haskins, Mass. Expt. Station, Amherst, Mass.

Wednesday Afternoon at 1:30

New or Unfinished Business

Illustrated Lecture with Hand Colored Slides: "New, Rare and Desirable Deciduous Flowering Shrubs for New England"—Herbert W. Gleason, Boston

Mr. Gleason's fame as a lecturer is country wide. This is a new lecture very recently prepared from actual specimens and the coloring has been beautifully done by Mrs. Gleason. Everyone will greatly enjoy and profit by what Mr. Gleason will show and tell us.

OKLAHOMA NURSERYMEN'S ASSOCIATION

Mrs. W. E. Rey, Oklahoma City, Secy.

Ninth Annual Convention, Huchins Hotel, Oklahoma City, January 15

Call to order at 10 A. M., J. Frank Sneed, President, Muskogee.

Invocation, Dr. F. S. Porter, pastor of Trinity Baptist Church, Oklahoma City.

Address of Welcome, Walter M. Harrison, Editor Daily Oklahoman, Oklahoma City.

Response, T. A. Milstead, Shawnee.

Minutes of the last meeting and financial report, Mrs. W. E. Rey, Sec'y-Treas., Oklahoma City.

Recommendations for Growth of the State Association, J. Frank Sneed, Muskogee.

Advertising in the Telephone Directory, R. R. Jacobus, National Telephone Directory Co.

Election of Officers.

Landscape Designing of Large Estates, C. B. Fox, Tulsa Landscape and Nursery Co.

Effect of Sheet Water on Plant Propagation, E. S. Worthen, Kenyon-Rey Nursery, Oklahoma City.

Around the U. S. Rim Among Nurserymen, V. L. Rushfeldt, Oklahoma City.

Summer Meeting in Muskogee, Leo Conard, Stigler.

Art and Ethics of Landscape Gardening, A. B. McFarland, Oklahoma City.

High Points of the Kansas Nurserymen's School, C. E. Garee, Noble.

Japanese Gardens, H. L. Hatashita, Ponca City.

Fresh Fruit in Cold Storage, Jim Parker, Tecumseh.

SIBERIAN or CHINESE ELM—(*U. pumila*)

The best selling, fast growing, shade tree in America. Beautiful, hardy, rapid growing; it combines the desirable qualities needed. Write for our prices on 6-8 ft., 5-6 ft., and 4-5 ft., sizes; also our heavily calipered seedlings. Our stock is the genuine hardy north China strain.

Send for our new trade list.

WASHINGTON NURSERY COMPANY

Carload rates to some point near you.

TOPPENISH, WASH.

NEW CATALOG

Salesmen and Nurserymen, send for our New Beauty Catalog. This has our business getting outfits in it. Pretty Shrub Folders, Fine Evergreen Outfits, Order Getting Perennial Folders and Landscape Books. Factory Prices.

B. F. CONIGISKY, Traction Bldg., PEORIA, ILL.

LINING OUT STOCK

J. S. BURTON & SON

Grafted Beeches, Japan Maples, Corylus, Viburnum Carlesii; grafted Junipers, Biotas, and Thuys.

Send for your copy of our complete list today.

HILL TOP NURSERIES

CASSTOWN, OHIO

SOUTH DAKOTA NURSERYMEN'S ASSN.

J. B. Taylor, Ipswich, Secy.

Ipswich, S. D., Jan. 13, 1930—At the annual meeting of the South Dakota Nurserymen's Association, held at Watertown, S. D., January 8-9th, the only thing of importance discussed was the proposition of the state going into the Nursery business. We are organizing to oppose this as proposed and pushed by the state forester and a few from the Agricultural college but we are still willing to cooperate with them in raising the stock believing that an individual or a firm can grow Nursery stock much cheaper than any state since it has been proven time after time in this state that state-owned institutions are a dismal failure and a big deficit is always assessed against the tax payers or the state makes a charge to cover difference between cost and the loss, which is much the same. Nine times out of ten it is some politicians' scheme to cover up more vital issues and ride into office or get a fat job for which they have no special fitness.

J. B. TAYLOR, Sec.-Treas.

Obituary

William A. Orton

William Allen Orton, plant pathologist and, since 1924, director of the Tropical Plant Research Foundation, died at his home in Takoma Park, D. C., Jan. 7, aged 52. From 1899 until 1924 Dr. Orton was connected with the Department of Agriculture as chief of the investigation of various plant diseases. He was a member of several scientific bodies and from 1912 to 1924 was vice-chairman of the Federal Horticultural Board. He was a member of the Cosmos Club of Washington and of Phi Beta Kappa.

The F. A. Bartlett Tree Expert Co., Stamford, Conn., supplied copies of the New York Herald-Tribune to the members of the New York association on both convention days. To each copy of the paper was attached a slip extending the company's greeting. A similar method of extending greetings was employed at last year's convention by Atkins & Durbrow.

Kirkham Nursery, Visalia, Cal., has been purchased by Hathaway Brothers, Visalia Nursery Co. has constructed a lath house near the main plant.

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

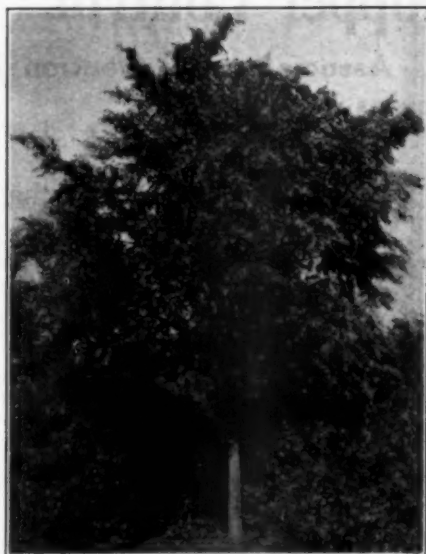
CONYERS B. FLEU, JR.

6626 Ross St., Germantown, Philadelphia

WATER LILIES

BUSKIRK'S

Independence Nurseries Company
INDEPENDENCE, OHIO



Chinese Elm Growing at Valley City, N. Y.

CHINESE ELM

ULMUS PUMILA (Northern Strain)

Graceful **Rapid Growing** **Beautiful**
As the Cut Leaf Birch As the Poplar As the Best American Elm

THE BEST SALES SPECIALTY in the Middlewest today

The CHINESE ELM is gaining in popularity everywhere. It is now the **best seller** among up-to-date nurseries of the Middlewest. Its demands are coming from every state in the Union. Here's a real specialty for the sales manager to consider. **It makes a hit with the salesmen.** It features easily in the catalog. **Prices have lowered** so that it can be sold in quantities. We have a liberal stock of seedlings and shade trees.

Please ask for our Special Chinese Elm Circular for Salesmen

THE NORTHWEST NURSERY CO.
VALLEY CITY, NORTH DAKOTA

The Season Just Closed Has Settled the Question of the Value of Irrigation

Those Protected
HAVE REAPED A HARVEST

Place your order now for
Early Installation

DELAY IS DANGEROUS

Ask us to tell you the ten reasons
WHY you need

**March's Automatic
Irrigation**

March's Automatic Irrigation Company
Department D. MUSKEGON, MICH.

THUJA OCCIDENTALIS PYRAMIDALIS
8-12" from pots, 100-250 @08 each
250-1M @07½ each
JUNIPERUS VIRGINIANA GLAUCA
6-9" Grafts 100-250 @30 each
250-1M @25 each
Will gladly send complete lists on request.
THE SHADY LANE NURSERIES CO.
Winchester Pike, Columbus, O.

Native Rhododendrons

Trial order offer. 50 Seedlings, 8 to 12 ins.,
10 Select Clumps 2 to 3 ft., for \$10.00. Packed
well for shipment. Cash please.

Tennessee Evergreen Co.
Wholesale Carload Lot Dealers
Box 575 Elizabethton, Tenn.

THIS SPACE
\$1.40 per issue

Under Yearly Term: \$1.25

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desiring to keep in touch with commercial
horticulture in England and the continent
of Europe. Your best means of doing this is
to take in the

HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in
Great Britain and the cream of the European
firms. Impartial reports of all novelties, etc.
Paper free on receipt of \$1.50 covering cost
of postage yearly. As the H. A. is a purely
trade medium, applicants should, with the
subscription, send a copy of their catalogue
or other evidence that they belong to the
nursery or seed trade.

Established 1882

H. A. LTD., Loddham, Nottingham, Eng.

THE F. E. SCHIFFERLI & SON NURSERIES

Fredonia, Chautauqua Co., N. Y.

Established 1890

We offer for Fall and Spring a very large and complete assortment of
FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES

Everything we offer is of our own growing and will be graded up to our usual
high standard that we originated and adopted many years ago and has made many
everlasting customers, and our business a success.

We invite your inquiries.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,
DERRY, N. H.

The Westminster Nursery

Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET
One and two year grades
ASPARGUS AND RHUBARB
One and two year grades
SHRUBBERY AND PERENNIALS
In excellent assortment
EVERGREENS

A large supply of Thuja Pyramidalis,
also lining out stock.
Attractive prices will be quoted. Send
us your want list.

COLLECTED STOCK

Hardy Lilies, Cornus, Viburnums,
Ferns and Evergreens

Write for special quotations

J. J. NUDD

Exeter

New Hampshire

Peach Pits

The Howard-Hickory Co.
HICKORY, N. C.

SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map

80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.

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NURSERY TOOLS

LEONARD Full-strapped Spades

KUNDE KNIVES AND SHEARS

Lead in Every Nursery Section

Write for 88-page Wholesale Catalog

Illustrating over 400 Hand Tools.

A. M. LEONARD & SON

PIQUA,

OHIO

PIN OAK SEEDLINGS

Let me quote you on

4-6", 6-9", 9-12", 12-18" and 18-24"

ARTHUR L. NORTON

Nurseryman

Clarksville, Mo.

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

Bordeaux Mixture for Leaf Hopper Control

Subject of Discussion at Northern Retail Nurserymen's Association Convention in Minneapolis—Important Quarantine Principles To Come

NORTHERN RETAIL NURSERYMEN'S ASSOCIATION

Minneapolis, Minn., Jan. 7-9, 1930

TUESDAY, JAN. 7

- 1:15—Roll Call. Reading of Minutes of last meeting.
- 1:30—President's Address, W. G. McKay.
- 1:45—Report of Executive Committee, D. M. Mitchell.
- 2:00—Report of Committee on Simplified Variety List, John K. Andrews.
- 2:30—Proposed Arboretum at Carleton College, Prof. H. E. Stork.
- 3:00—A Survey of 1929 Developments at the Minn. Fruit Breeding Farm, Prof. W. H. Alderman.
- 3:30—How Nurserymen Can Cooperate with 4-H Club Work, F. P. Daniels; Discussion, J. V. Bailey.

WEDNESDAY, JANUARY 8

- 10:30 A. M.—Committee Meeting.
- 1:15—Committee Reports.
- 1:30—How to Cash in on the National Campaign, C. E. Cary.
- 3:00—Training Salesmen, T. A. Torgeson; Discussion, C. C. Smith.
- 4:15—Proper Grading of Nursery Stock, John Hawkins.

THURSDAY, JANUARY 9

- 9:15—Committee Meeting.
- 1:15—Roadside Marketing of Nursery Stock, Paul Eddy; Discussion, E. C. Killmer.
- 2:15—Recent Trends in Quarantine Regulations, J. D. Winter.
- 2:45—Has the Nursery Business Kept Pace with Other Industries?, M. R. Cashman.
- 3:45—Reports of Committee. Unfinished Business.
- 6:30—Banquet. Election of Officers.

At the Minneapolis convention of the Northern Retail Nurserymen's Association, Jan. 7-9th, the address by J. D. Winter, assistant state entomologist, in charge of Nursery Inspection in Minn., was considered especially valuable as containing several points of interest to the trade including information in retoxic effect of Bordeaux.

Mr. Winter discussed the quarantine situation and urged close contact between

Nurserymen and state inspection officials through their national organizations, the American Association of Nurserymen and the National Plant Board.

The National Plant Board is composed of eight members representing inspection officials from all states and from Canada, Hawaii and Lower California. In December 1928 this Board formulated a set of principles which should govern quarantine work in general. These "principles of quarantine" were referred to the various organizations of state inspection officials for their consideration and ratification and will probably come up for final adoption by the National Plant Board very shortly.

The Principles of Quarantine is a set of rules which, in practical work, would be a yard stick by which the necessity for any proposed quarantine will be established. The adoption of a set of principles would make possible the measurement and evaluation of any proposal that they think ought to be adopted. They hope to be able to adopt this after working on it two years. It is very liberal and takes into account the disturbance to business any proposed regulation would entail, also whether the interruption to commerce would outweigh the benefits to be derived by imposing such quarantine.

The relatively small area of the United States infested with certain foreign insect pests such as the Japanese beetle and the Satin Moth was shown. It was pointed out that the Middle West has been particularly fortunate in escaping losses due to insect pests and plant diseases imported from foreign countries. Results of the campaign to eradicate the Mediterranean Fruit Fly from Florida will probably have considerable influence on the future trend of quarantine regulations and if successful will demonstrate the practicability of eradication of foreign parts when infestation is found in time.

The attention of Nurserymen was called to the discovery of Dr. D. M. DeLong of Ohio State University regarding the effect of Bordeaux mixture on leaf hoppers. Dr. DeLong has found that when plants are sprayed with this material the leaf hoppers are poisoned after feeding on the foliage.

although leaf hoppers are not affected when Bordeaux is sprayed directly upon their bodies. It is possible that similar results may be obtained with aphids and other sucking insects and that Bordeaux may come into more general use in Nurseries than heretofore. In the experiments referred to it was found that a 2-4 (hydrated lime)-50 Bordeaux spray is as toxic to leaf hoppers as a stronger mixture. No immediate effect is observed when the spray is applied but in two or three days the hoppers become weakened and fall to the ground. When plants are protected from rain to prevent the spray material from washing off leaf hoppers which feed on the foliage two or three weeks after spraying die just as quickly as they do when present on the plant at the time of spraying.

Mr. Winter also reminded Nurserymen that much time can be saved in the preparation of Bordeaux mixture by using powdered copper sulphate and chemically hydrated lime. Both materials can be stored indefinitely in a dry place and are available commercially at only a slight increase in cost over same materials in a less soluble form.

The following officers were elected for 1930: President, W. G. McKay, Madison, Wis.; vice-president, E. M. Sherman, Charles City, Iowa; secy-treas., C. H. Andrews Faribault, Minn.; member of executive board for three years, B. J. Loss, Lake City, Minn.

Pfund Bell Nurseries is working on one of the largest contracts for transplanting large trees ever attempted in the Chicago territory. It is well known that shade trees over six inches in diameter can be moved only during freezing weather and cannot be transplanted except with a large ball of earth frozen on the roots of the trees. The trees in this contract are in diameter six inches and over and are about 30 to 35 feet in height. More than 200 trees in maple, elm, ash and linden are to be moved to the landscape project executed by John Larkins Bell, landscape architect, for the Jewell Tea Company on their 240 acre development at Barrington, Ill.

CONNECTICUT NURSERYMEN'S ASSN.

A. E. St. John, Manchester, Secy.

The 23rd annual meeting was held at Hotel Bond, Hartford, Conn., January 15th, with 55 members present. Five new members were voted into the association at the morning session:

A. C. Bird, Bristol; W. N. LeClerc, Manchester; John Patterson, Old Saybrook; W. A. Schmidt, West Hartford; L. J. Robertson, Hartford; S. P. Hollister, professor of horticulture at Connecticut Agricultural College, Storrs, was accepted into the association as an Honorary Member.

Officers elected: Pres., Alexander Cummings, Jr., Bristol; Vice-pres., Henry Kelly, New Canaan; Secy-Treas., A. E. St. John, Manchester.

Those elected to committees were:

Executive and legislative committee combined, F. S. Baker, Cheshire; A. Stovekin Cromwell; E. Kelly, New Canaan; W. W. McCartney, New Haven; C. E. Wilson, Manchester; C. R. Burr, Manchester; N. Millane, Cromwell. Entertainment committee: F. J. Ripplin, Manchester; J. Brubaker, George Godfrey, and George Graves. Publicity and Membership: G. H. Harris, Manchester; Garrett Stack, Gullford; P. Marrotta, Rockfall; F. J. McCarthy, Manchester. Forestry and Park Conservation: F. S. Baker, Cheshire; Ed Kelly, New Canaan; J. R. Brubaker, Cheshire; H. J. Zack, Deep River.

The association went on record to join the Connecticut Horticultural Society and to exhibit at their next show to be held in State Armory, Hartford, in September.

To show their gratitude for G. B. Cannon, who died in Bridgeport a few months ago, and who was an active member of the association having helped build up the membership from 65 to 101, and who was well liked by the trade having been a wholesale representative for C. R. Burr & Co., Inc. of Manchester at the time of his decease, a collection was taken up at the meeting to the amount of \$46.50. This donation will be sent to Mrs. G. B. Cannon who has moved to Cleveland. Other donations can be sent by mail to the secretary's office. This is the way the Conn. Nurserymen wish to show their gratification for a loyal co-worker of the association, and the Nursery business in general.

Afternoon session opened up with an illustrated lecture by Mr. Zimmerman of the Boyce Thompson Institute for Plant Research Inc., Yonkers, N. Y.; a very interesting program which covered one hour and half was given, with stereopticon views of plants propagating and germinating; the results of light and air in growing of new roots was shown; it was also explained how seeds can be kept in control. Anyone desiring a written report or bulletin one can be had by writing to the Institute. Dr. Britton, state entomologist, gave a talk on "Certain Quarantine Considerations," stating that while there is no quarantine on shipping willows in the west, he requested that the Nurserymen in Connecticut refrain from shipping them.

He explained how the European corn borer was controlled this summer by posting the highways with inspectors. Fifteen hundred pests were found which, if there had been no restrictions, would have gone into the whole state. Dr. G. P. Clinton, state botanist, spoke on "The Willow Scab Disease, as seen at Gaspe Peninsula, Canada. Stereopticon views were shown the damage done; also methods used in controlling this pest. A very interesting subject. M. P. Zappe spoke on "Control of Certain Nursery Insects;" mentioning also how in 1919 there were only 83 Nurseries registered, with 10 25 acres, and in 1920 there were 266 Nurseries registered, with 3 157 acres; spoke also on 3 pests of evergreens, 5 spruce gall, pine leaf scale, and the methods best adapted to control the pests. A rising vote of thanks was extended to these three speakers from New Haven.

A brief of the National Advertising and Publicity Campaign, furnished by C. E. Cary, Educational Director, was read by the secretary, which explained clearly the work done and the work to be done along advertising lines for 1930.

A summer meeting is to be held in July, the date and place to be furnished by the entertainment committee. The next annual meeting place and date will be arranged at the summer meeting. There are 101 active members in the association.

A. E. ST. JOHN, Sec'y.

The New Jersey Nurserymen's Association will hold its annual meeting Feb. 6-7 at the Stacy Trent Hotel, Trenton, N. J.

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**BE FOREHANDED and
Provide for Your Wants in Advance**

Write NOW for prices on
**SEEDLINGS, FRUIT TREES,
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EUROPEAN WHITE BIRCH
and CRAETAGUS OXYACANTHA**
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GENERAL NURSERY STOCK

Our large block of
MAZZARD SEEDLINGS
looks particularly fine at this time.

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Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and
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Sixty years' experience in grow-
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Hill's Evergreen Plate Book

50 four-color process prints from photographs,
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Evergreen Specialists - Largest Growers in America
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YES, but there is a plentiful supply at "The Cole Nursery Company".
Five thousand (5,000) beautiful trees in grades from 6 to 8 feet up to 2
inches. Also a few hundred on up to 5 inches.

Right Prices—May We Quote You the Quantities Needed

SUGAR MAPLE—In contrast to the Norway Maple outlook, all large
nurseries are prophesying a continued shortage of Sugar Maple. This
grand old native tree will always be in great demand. **Cole** has 20,000
Sugars, exceptionally well grown trees, 6 ft. to 8 ft., 8 ft. to 10 ft. and
10 ft. to 12 ft. Dirt cheap for quick sale.

MORE GOOD SHADES

2,000	Sugar Maple	1 1/2" to 5"
20,000	Silver Maple	All sizes
3,000	Wier Maple	6' up to 2 1/4"
2,000	Ailanthus glandulosa	6' up to 2 1/4"
10,000	Catalpa bungei	2 yr. heads
5,000	Ten's Weeping Mulberry	2 yr. and 3 yr. heads
10,000	European Sycamore	All sizes
10,000	Lombardy and Bolleana Poplar	All sizes
3,000	Salix babylonica	6' to 8' and 8' to 10'
2,000	Salix niobe	6' to 8' and 8' to 10'
5,000	American Elm	6' up to 2 1/4"

ALSO QUALITY SHRUBS, EVERGREENS, FRUITS, IN FACT

"Everything that's Good and Hardy"

THE COLE NURSERY COMPANY

Forty-eight years at Painesville, Ohio

FIELD GROWN ROSE BUSHES

Winter Harvested -- 3 Grades -- No. 1, No. 1 1-2 and No. 2
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PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS CONIFERS
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Ask for New Price List Just Off the Press

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MOSAIC-FREE STOCK—RELIABLE

ANDREWS NURSERY CO., Faribault, Minn.



**Japanese Roseflowering and Weeping
Cherries, Flowering Crabs**

All Sizes

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THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.
With a record of fifty-three years of service.
Practical departments and active committees.
National conventions of inestimable value.

President—A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars.

CONVENTION DATE: JULY 15-17, 1930 MINNEAPOLIS, MINN.

Unite with Seven Hundred Representative Nursery-
men throughout the country to protect your interests
and advance your business. Only Nurserymen of high
ideals are eligible to membership.

Vice-President—John Fraser, Huntsville, Ala.

Nurserymen's Attitude Is Fair and Unselfish

In Regard To State Nurseries and Reforestation Says President Speer of Minnesota Horticultural Society at Minnesota Nurserymen's Convention

President C. H. Andrews' address at the fourth annual meeting of the Minnesota Nurserymen's Association last month stressed the importance and value of cooperation in meeting the many business and sales problems of the Nurserymen and particularly urged hearty participation in the National Advertising Campaign. "In former days it was customary to try to get business by underselling our neighbor," said Mr. Andrews, "but that practice has long ago been proven ruinous. We realize now that our brother Nurseryman is really not a competitor and that if we do not want to lag at the rear of the procession we must cooperate with each other."

Much unfavorable publicity had in previous years been given the Nurserymen of Minnesota on an unfounded charge that they were opposed to reforestation work. During this last year, Mr. Andrews pointed out, the Nurserymen have through this association defined their position publicly and made it clear that they favor rational conservation and further development of the state's natural resources including the land adapted to the growing of forests. "Any constructive measures to that end will have the hearty support of the Nurserymen," said Mr. Andrews, "and I recommend that a standing committee on conservation and reforestation be appointed to co-operate with other public spirited organizations to foster the proper care and management of the

large areas in northern Minnesota that are fit only for growing timber."

The association acknowledged with appreciation Mr. Andrews' constructive message and a committee was appointed to report its recommendation: Mr. Speer, Mr. Loss, and Mr. Mitchell.

Ray C. Speer, president Minn. Hort. Society, brought out the liberal attitude of the Nurserymen as indicated by resolutions

in staging such exhibits and a discussion developed the feeling that the Twin City Nurserymen would have to take the lead in the planning and execution of such exhibits. The secretary was instructed by vote to advise both Supt. Wirth and the St. Paul officials that the association is eager to help in such displays with materials and plants.

Under the title "Does Advertising Pay" M. R. Cashman took up the subject of the national convention to be held in Minneapolis in July. It was entirely due to the wishes and vote of our organization in both 1927 and 1928, at which time Mr. Cashman was elected as our convention chairman, that an invitation was extended to the national association to meet in the Twin Cities. Delegates from our district presented this invitation at both the Denver and Boston National Conventions and were able to secure the meeting for July 1930. This opportunity to entertain here at home and meet with and know the leaders in the Nursery industry of the country is a most happy and fortunate one for the Minnesota and Northwest Nurserymen. An arrangements committee of M. R. Cashman, Paul Eddy, Roy Underwood, C. N. Ruedlinger and W. T. Cowperthwaite was appointed by National President A. M. Augustine to perfect details. The committee urges that every Nurseryman of this section plan to attend the convention.

The following standing committee on conservation was appointed as the result of President Andrews' address: B. J. Loss, chairman; John Hawkins, Robert Wedge, C. N. Ruedlinger, J. V. Bailey, D. P. Tierney, Ray Speer. The secretary was instructed to forward the names of this committee to the Isaac Walton League.

Martin Arenson, St. Louis Park, and Fred L. Miller, Aitken, Minn., were added to the membership. The officers: President, C. H. Andrews; Vice-President, M. R. Cashman; Treasurer, H. S. Reid; Secretary, W. T. Cowperthwaite. Executive committee: C. N. Ruedlinger, A. J. Wilkus, D. M. Mitchell, J. V. Bailey, B. J. Loss.

W. T. COWPERTHWAIT, Secretary.

Say you saw it in American Nurseryman.

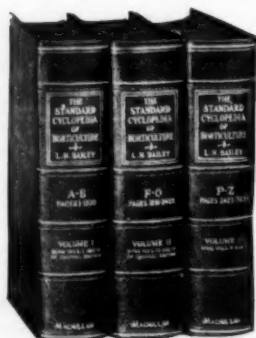


C. H. ANDREWS, Faribault, Minn.
President Minnesota Nurserymen's Assn.

passed at their conventions to aid materially in forestry planting work. They are quite willing that the state establish its own Nursery grounds for growing trees, said Mr. Speer, "as long as the trees raised in this Nursery are coniferous trees indigenous to the state, and consequently useful for reforestation, and as long as every plant raised in this Nursery is actually used in bona-fide reforestation." The Nurserymen in adopting this fair, unselfish attitude only specify that "the state-operated Nursery keep entirely out of the legitimate field of private practice which has been built up by such arduous effort and over so many trying years, by the Nurseries of the Northwest. The Nurserymen of the state want to support wholeheartedly any plan for the extension of fire-control; the elimination of diseases and insects that prey upon our forests and seek to destroy them; and extinction of all animal parasites that live on and cut down the stands of trees that come either naturally or as a result of the work of man."

"The National Flower Show" which is to be held at the Minneapolis Auditorium March 29th to April 6th, 1930, was the subject of a discussion lead by Mr. C. N. Ruedlinger. This has developed into a "Garden Show" and because of its great publicity value as well as the opportunity given to make sales the Nurserymen were invited and urged to participate. The subject of an out-of-doors, all-season, landscape and Nursery exhibit in both Minneapolis and St. Paul was discussed. Mr. Wirth of the Minneapolis Park Board, according to Mr. Ruedlinger, has offered cooperation in the staging of such an exhibit on park-owned property. Men present representing out-of-town Nurseries pledged materials and help

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Married man, Scotch or Irish, with small family. Experience in Azalea propagating and growing. Pipe fitting experience necessary. Six-room cottage, usual extras. Two miles from Annapolis. Anne Arundel Nurseries, Annapolis, Maryland.

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FOR SALE: Located in the wealthiest and fastest growing territory in America, the closest wholesale grower of a complete line of Ornamentals being over 250 miles distant. Our business predominates this field and our clientele is a very wealthy one. All equipment necessary for carrying on any Landscape work including large tree movers. Large refrigerated Storage House, ten acres under irrigation, power water system 60 pounds pressure, hot beds, cold frames, etc. Property fenced with rabbit proof wire. An exceptional opportunity and a real price for cash. Write F-143, care American Nurseryman, Rochester, N. Y.

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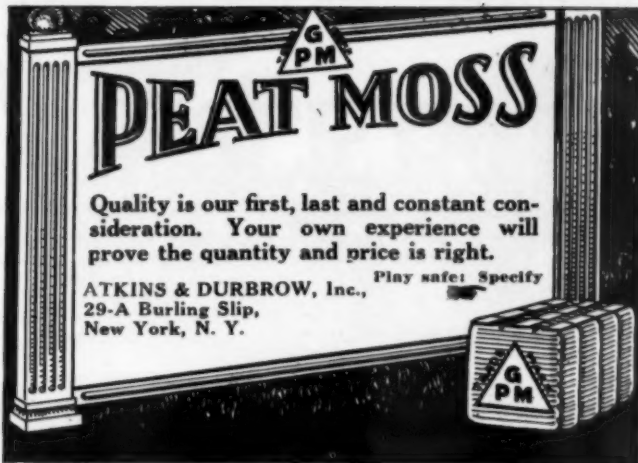
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We can ship all winter from storage. Frequent refrigerator service in all directions. If you want quick service order from WILLIS.

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HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

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Montmorency	3500	3000	2125	450	
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Early Richmond	10	90			
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Royal Duke	340	350	368	50	
Napoleon	530	310	180	46	24
Lambert	135	212	140	20	16
Hik. Tartarian	390	180	74	17	
Bing		53	150	40	17
Windsor			90	28	10
Schmidt			56	93	30
Gov. Wood	375	124	120	52	20
CHERRY—1 Year on Mazzard					
Windsor	100	250	150		
Lambert	100	250	150		
Bing	200	500	200		
Schmidt	200	500	200		
Japanese double flowering					
best pink	150	100	100		

TURLEY APPLE TREES
2000 One Year 4-6 ft. Budded—One of the best, try it.

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Will Go Into
Every State In the Union
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P. O. BOX 124 ROCHESTER, N. Y.

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Year in and Year out for
ONE YEAR APPLE

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JUNE BUDDED PEACH

All Grades and Standard Varieties

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Ash, Catalpa bungei, American Elm,
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Evergreens, Shrubs, Vines, Roses
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In All Sizes

ALBATRE MONT BLANC
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Also a fine lot of HYDRANGEA,
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PRIVET and BERBERIS Splendid Stock

Write for Special Quotations.

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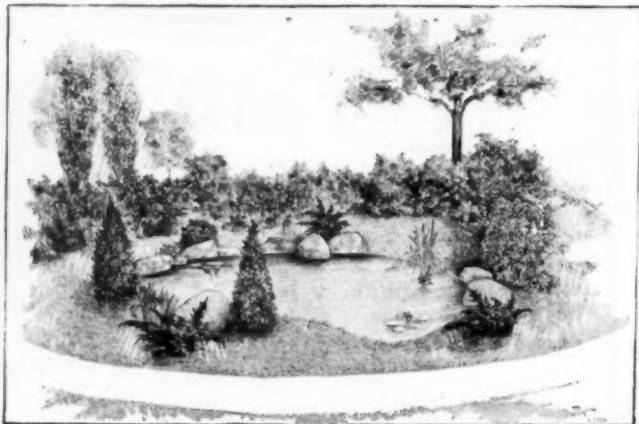
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FOREST SEEDS FRUIT STONES
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DUNDEE, ILLINOIS

(NEAR CHICAGO)

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As I have been looking over the tributes to my late father, D. Hill, which have come to my desk during the recent weeks, I have been greatly impressed with the responsibility that rests on me to carry on.

Not only to conduct the routine affairs of business but to maintain that priceless confidence and good will which my father valued as his greatest asset in business.



In our files are many records of continuous transactions with nurserymen that go back as long as I have any recollection of this business, and that is over 30 years.

To you old customers, I renew my pledge to give you the best I know how to produce in evergreens. And to our newer friends, who some day will be the "Old Timers," I invite your confidence and promise you the best efforts of this organization to serve you faithfully.

Yours very truly,

A. H. Hill